

JOHN BULL

OVER A MILLION SALE



Vol. XLIX.
No. 1293

**Anaemic?
Bloodless?
How could
you look well?**



Looks gone! Energy gone! Vitality gone! What else can you expect when your system has ceased to replenish your blood? No wonder you're weak and listless, dull and apathetic!

Yet you can regain your lost looks and lost vitality so easily and so quickly. There's a way that doctors have recommended for nearly 50 years, a pleasant, simple, certain way—the Wincarnis way.

Take a glass of Wincarnis at 11.30 in the morning, another in the afternoon, and one before you go to bed. You'll find it delicious, feel the benefit almost at once. As you sip it you will actually feel new vigour stealing through your veins. You will feel fresher, brighter, more vivacious.

Is it surprising that we hold more than 18,000 recommendations from medical men who have proved Wincarnis for anaemia and a host of other troubles? It will soothe jaded nerves and ward off neurasthenia. It brings new strength to convalescents and all who are run down. It ends debility and weakness. It gives a new lease of life to the aged and infirm.

If you prefer to try a couple of glasses before you buy, send 4d. in stamps to cover postage to Coleman and Co., Ltd., Dept. H, Wincarnis Works, Norwich.

WINCARNIS

THE WINE OF LIFE

Obtainable from all Wine Merchants, Licensed Chemists and Licensed Grocers. Price 5/6 and 3/3.

Have you tried Wincarnis Wine Jelly? Ask your grocer. It's delicious!

FOR SMALL TRADERS.
SHOPKEEPERS.

MAKE MORE MONEY
SELL Tablecloths, Towels, Silk Stockings, Overall, Men's Socks, etc. A 1,000 Page Catalogue. The Oldest, Largest, Cheapest and Best Wholesale Firm. Write now for Catalogue B. Cochrane, Sons & Co., 2, Thomas St., Manchester.

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CHEAPEST wholesale house for beginners for drapery, hosiery, boots, etc. Write for free cat. —H. Marks, 65, Houndsditch, London, E.C.3.

PROFITABLE GOODS TO SELL in your spare time: every kind, good profits. 200-page Catalogue (free). —May (L.S.), George St., Birmingham.

68-PAGE 1931 Wholesale Drapery Catalogue, now ready. Post free. Finest in the Trade. Perfect, reliable and respectable goods of Quality and Value. —Kessner, press. All debts. Ladies', Men's, Children's, Household. Best Discount Terms. Sells, good. Wholesale only to the Trade. —Myers & Co., 7, Trinity Street, Leeds.

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53 ft. x 5 ft. 462/-; 54 ft. x 5 ft. 471/-; 55 ft. x 5 ft. 480/-; 56 ft. x 5 ft. 489/-; 57 ft. x 5 ft. 498/-; 58 ft. x 5 ft. 507/-; 59 ft. x 5 ft. 516/-; 60 ft. x 5 ft. 525/-; 61 ft. x 5 ft. 534/-; 62 ft. x 5 ft. 543/-; 63 ft. x 5 ft. 552/-; 64 ft. x 5 ft. 561/-; 65 ft. x 5 ft. 570/-; 66 ft. x 5 ft. 579/-; 67 ft. x 5 ft. 588/-; 68 ft. x 5 ft. 597/-; 69 ft. x 5 ft. 606/-; 70 ft. x 5 ft. 615/-; 71 ft. x 5 ft. 624/-; 72 ft. x 5 ft. 633/-; 73 ft. x 5 ft. 642/-; 74 ft. x 5 ft. 651/-; 75 ft. x 5 ft. 660/-; 76 ft. x 5 ft. 669/-; 77 ft. x 5 ft. 678/-; 78 ft. x 5 ft. 687/-; 79 ft. x 5 ft. 696/-; 80 ft. x 5 ft. 705/-; 81 ft. x 5 ft. 714/-; 82 ft. x 5 ft. 723/-; 83 ft. x 5 ft. 732/-; 84 ft. x 5 ft. 741/-; 85 ft. x 5 ft. 750/-; 86 ft. x 5 ft. 759/-; 87 ft. x 5 ft. 768/-; 88 ft. x 5 ft. 777/-; 89 ft. x 5 ft. 786/-; 90 ft. x 5 ft. 795/-; 91 ft. x 5 ft. 804/-; 92 ft. x 5 ft. 813/-; 93 ft. x 5 ft. 822/-; 94 ft. x 5 ft. 831/-; 95 ft. x 5 ft. 840/-; 96 ft. x 5 ft. 849/-; 97 ft. x 5 ft. 858/-; 98 ft. x 5 ft. 867/-; 99 ft. x 5 ft. 876/-; 100 ft. x 5 ft. 885/-; 101 ft. x 5 ft. 894/-; 102 ft. x 5 ft. 903/-; 103 ft. x 5 ft. 912/-; 104 ft. x 5 ft. 921/-; 105 ft. x 5 ft. 930/-; 106 ft. x 5 ft. 939/-; 107 ft. x 5 ft. 948/-; 108 ft. x 5 ft. 957/-; 109 ft. x 5 ft. 966/-; 110 ft. x 5 ft. 975/-; 111 ft. x 5 ft. 984/-; 112 ft. x 5 ft. 993/-; 113 ft. x 5 ft. 1002/-; 114 ft. x 5 ft. 1011/-; 115 ft. x 5 ft. 1020/-; 116 ft. x 5 ft. 1029/-; 117 ft. x 5 ft. 1038/-; 118 ft. x 5 ft. 1047/-; 119 ft. x 5 ft. 1056/-; 120 ft. x 5 ft. 1065/-; 121 ft. x 5 ft. 1074/-; 122 ft. x 5 ft. 1083/-; 123 ft. x 5 ft. 1092/-; 124 ft. x 5 ft. 1101/-; 125 ft. x 5 ft. 1110/-; 126 ft. x 5 ft. 1119/-; 127 ft. x 5 ft. 1128/-; 128 ft. x 5 ft. 1137/-; 129 ft. x 5 ft. 1146/-; 130 ft. x 5 ft. 1155/-; 131 ft. x 5 ft. 1164/-; 132 ft. x 5 ft. 1173/-; 133 ft. x 5 ft. 1182/-; 134 ft. x 5 ft. 1191/-; 135 ft. x 5 ft. 1200/-; 136 ft. x 5 ft. 1209/-; 137 ft. x 5 ft. 1218/-; 138 ft. x 5 ft. 1227/-; 139 ft. x 5 ft. 1236/-; 140 ft. x 5 ft. 1245/-; 141 ft. x 5 ft. 1254/-; 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MORE GUARANTEED BARGAINS APPEAR ON PAGE 33

NEW HAIR NEXT WEEK

The Famous **WAVEX** ELECTRIC COMB



NOW 6 LET **6** GLORIOUS SATURDAY 3 EXTRA

WAVY HAIR BE YOURS.

A "Wavex" Electric Comb brings hair beauty and banishes all hair troubles—conquers baldness, stops falling hair, restores colour. It costs 6d. (battery 3d. extra) and saves expensive hairdresser's charges. "Wavex" Comb will be sent, complete under plain sealed cover, for 1/- post free from:—

WAVEX, 9, Duke Street, London, W.2

HALL'S LUXOLEUM FLOOR COVERING

15/- FOR 90 SQ. FEET

Carriage Paid England and Wales.

Write now for FREE SAMPLES of this wonderful damp-proof floor covering. Suitable for any floor, as it is quite flat. Will stand any amount of hard wear, several handsome patterns.

A. C. HALL & CO., 9, HOWARDS BUILDINGS, CENTRAL STREET, OLD STREET, LONDON, E.C.1.

SALE!

of ROYAL Cycles. A GREAT OPPORTUNITY 5-Guinea Models for

59/6 (or 5/9 monthly).

3-Speed Model de Luxe for

79/6 (or 7/6 monthly).

Numerous other models at similar reductions. Send for Illustrated Catalogue.

VICTORIA CYCLE & CARRIAGE CO. (Dept. C.91), 11, Victoria St., Westminster, S.W.1.

STROPS TEN BLADES AT ONCE

SALE PRICE 2/9 POSTAGE 4d.

MULTI-BLADE STROPPER For Gillette Blades.

A few turns of the handle and your Gillette-type blade has a sharper edge than when new. Takes 1 to 10 blades and requires no longer to sharpen the ten—just a few seconds. Gives blade that much desired smooth silky cut unobtainable by any other stropper. Extra strong, well finished, English made. MONEY BACK IF NOT DELIGHTED. Special Sale Price 2/9 (post 4d.).

Wm. PENN (Dept. J.S.), 682, Holloway Rd., London, N.19.

Just the thing for between seasons



THIS jumper suit is a charming model in the new early spring style, made of Alpha Fine Pure Wool, with pretty tricolor ribbing at waist and cuffs. The dainty skirt is fully pleated all round and will keep its shape. Supplied in Jumbo, Wine, Navy, Beige, Brown, Bottle and Powder Blue. As sold in the West End for 16/11. My price: Women's size, 12/11 post free. O.M. 1/- extra.

Money returned if not delighted.

YVONNE, 224, Main Street, Thurston, Nr. Leicester.

5/- SUITS for 19/6

GREAT ADVERTISING OFFER. MONEY BACK GUARANTEE.

The first two hundred readers who apply will supply one of our noted 5/- suits for merely 19/6, and for any reason you do not consider suit supplied for only 19/6 honestly with every penny of 45/- return it and will refund your 19/6, together with your trouble in sending. The first two hundred applicants only will receive these Bargains. Don't send money, but see what you buy.

SEND FOR FREE PATTERNS and a postcard for big range of fine Yorkshire Tweeds and Worsted, fashions and easy self-measure form to:—

J. THOMAS & CO. (Dept. J.B.5), 4, PILKES BRIDGE, WEST CROYDON, SURREY.

WONDERS NEVER CEASE

600 ARTICLES. FREE TO ALL.

Carpets Footwear Furniture Clothing Bedding Jewellery

NO OUTLAY NO TROUBLE

£3 Commission on a 20-week Club.

Start a City and Provincial Club NOW, it weekly secures all these 600 Bargains. Big commissions. Best possible value.

DON'T DELAY—SEND TO-DAY! VACANCIES NOW FOR 1,000 NEW AGENTS. Send p.p. for Particulars. New 128-Page Catalogue of Amazing Bargains. **CITY & PROVINCIAL STORES, (Dept. C), P.O. Box 43, Atlantic Mills, Manchester.**

50,000 Yards 1 D. CASEMENT CURTAINING AND CRETONNES

P.C. BRINGS PATTERN BOOK POST FREE, ALSO POST FREE 72 Coloured Illustrations of Lovely Cretonnes.

PATTERN BOOK POST FREE

From **3 D.** YARD CRETONNES and FADELESS CASEMENT with a **GUARANTEE 4 3D.**

Actual Samples of plain Hemstitched, Inserted, Guaranteed Fadeless Cretonnes, Repps, Nets, Poplins, Satins, Stripes, Artificial Silks, Multi Stripes, etc.

CASEMENT MANUFACTURING CO. (Dept. J.B.16), THE LOOMS, MANCHESTER.

ASTOUNDING BARGAIN CONVERTIBLE SETTEE-BED

SOLID OAK FRAME WITH SPRING SEATS

A handsome piece of furniture, beautifully finished. Fitted with our PATENT SPRING SEATS, guaranteed not to sag, break or get out of shape. Settee is convertible in a moment into full length bed, 41 ins. wide. Three well-filled soft cord cushions, any colour.

YOURS 5/- DOWN AND 18 weekly payments of 2/6, or 45/- cash.

Send to-day for new Illustrated List "J." showing Bed-hairs from 10/-. Cheques, Hqs. Letters or Postal P.O. to: **NORTH BUCKS DIRECT TRADING CO., Ltd., 62, Shaftesbury Avenue, Piccadilly Circus, W.1.**

GREAT FREE GIFT FROM 1/6 PER WEEK

During our Sale we are offering a number of **GENUINE DAINTICARS** at about half the price usually charged.

THIS MODEL 49/6 Other Models to suit all purses for cash or from 5/9 monthly. Prompt delivery.

Carriage paid. Send at once for Sale Catalogue and particulars of our **GREAT FREE GIFT.** **VICTORIA CYCLE & CARRIAGE CO. (Dept. P.99), 11, Victoria St., Westminster, S.W.1.**

6/6 TYRES for 3/11

THE EXO CYCLE TYRE

THE EXO CYCLE TYRE is made by the new Electro-Process. Gives 50 per cent. more mileage. Fitted with Puncture-Proof Tyre. No more punctures or money patching. Perfect Puncture-proof Tyre.

GUARANTEED 2 YEARS. (Amounts been sold at 8/6. For first 2 years offer 2,000 only at 11/6. 6d. TWO for 3/3 post 1/-). Not more than two sold.

MONEY BACK TERM. Send for FREE catalogue of Cycles, Motor-cars and Motorbikes. 8/- in advance.

Prices will amaze you.

TRADE ENQUIRIES INVITED. DEPT. 69 MOORHOUSES, ASHLEY LANE, MANCHESTER.

TRUSSES ABOLISHED

The Great British RUPTURE Treatment supported by the MEDICAL PROFESSION.

Send for Free Booklet of the most wonderful appliance for relief from Rupture. Not a truss, but a neat, washable little belt with a pad you inflate in a second to the pressure required. Adjusted in a moment. Cannot slip out of place. So light and comfortable that you will not know you have it on. It holds the Hernia firmly so that in nearly every case the broken tissues reunite, and the rupture is conquered for ever. Doctors everywhere recommend it and "The Lancet" has endorsed it. Write now to:—

BEASLEY SURGICAL APPLIANCE CO. Dept. 288J, 28, Charing Cross Rd., London.

SILVER GREYS 7/6

Very fully cut in the latest wide bottom style, from superior quality Silver Grey Flannel, turned up bottoms, side & cash pockets. Permanently attached Flannel Belt and Fancy Buckle. A Special Feature of our quality only found in trousers made in Britain. Can be supplied also in Dark Grey (not wide bottom). Remember cash refunded if you are not convinced that these are the smartest flannels you have seen. Send to-day, stating waist measurement (over 40 in. 1/- extra) and you receive them per return, together with our Catalogue of many Bargains.

NUTTALL, 1, Goodmayes, ILFORD

The priceless boon of suction cleaning

The high-speed revolving brush of the British-made **GOBLIN** non-electric suction sweeper will refresh and revive the nap of your carpets, while the suction power created by gliding the sweeper over

the carpet picks up all surface filth and extracts embedded dirt. No dust is raised to settle on furniture, curtains and picture rails. An extended payment of 7/6 per month for 7 months. Send for illustrated leaflet.

GOBLIN NON-ELECTRIC SUCTION SWEEPER

British Vacuum Cleaner & Engineering Co. Ltd. (Dept. J.B.4), London, S.W.6.

ONLY 20/-

Here is a bargain such as you seldom see. A solid oak bedstead for only 20/- carriage paid. 4 ft. or 4 ft. 6 ins. with side rail fittings. Satisfaction guaranteed or money refunded. Send crossed P.O. or cheque for only 20/- and this magnificent bargain will be despatched immediately.

HERBERT ELLAMS, 274, Deansgate : Manchester.

SENSATIONAL! RADIO!

The "MIRACLE VICTORY" is marvellous. Simple to operate, yet gives enormous range of stations at full strength, with superb tone. Handsome cabinet, with artistic panel in oxidized silver chrome and magnificent Cabinet Tone Speaker. **SOLD AT FACTORY PRICE** complete with Concor Valve, etc., ready to switch on from 6/6 down. SEND COUPON in 4d. stamped enclosed envelope to:—

The World's Wireless Stores, Wallington, Surrey. Please send me FREE ANY PLATES of "Miracle" sets.

NAME _____ ADDRESS _____

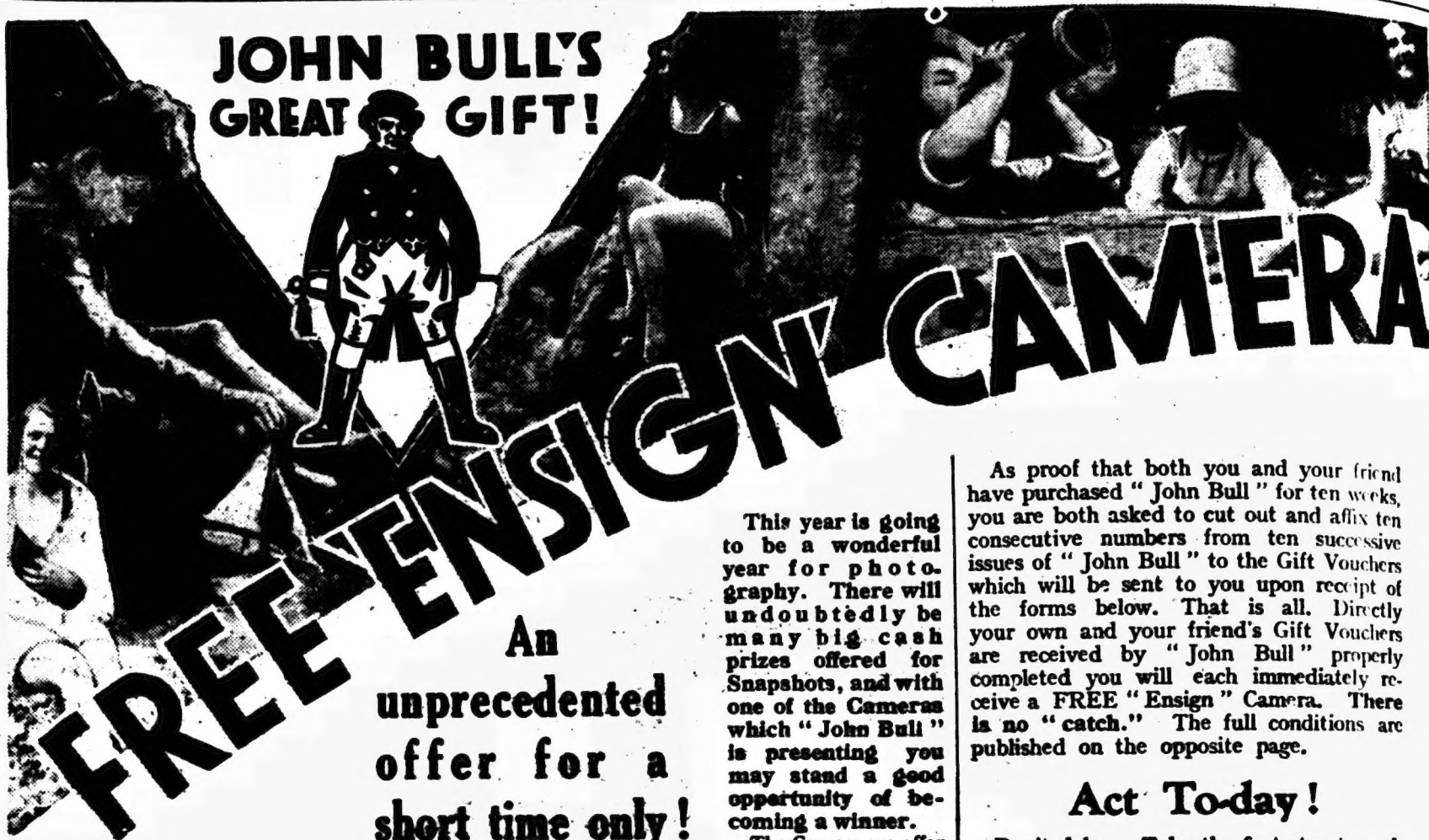
Write in CAPITAL Letters, using a pencil.

THE MIRACLE VICTORY FROM 5/6 DOWN

TRY THE WONDERFUL LOUDSPEAKER SOUNDBOX ON YOUR GRAMOPHONE

You can transform the cheapest, weakest instrument into a powerfully amplified and superb-sounding gramophone equal to the most expensive cabinet model. Amazing results. Send no money. Send postcard only. Approved customers pay after receiving soundbox.

8/- weekly (11/- in all). OR 10/- CASH DOWN. State whether soundbox fits in or slips over the tone-arm. (F.) HAND & CO., 20, New Oxford St., London, W.C.1.

JOHN BULL'S
GREAT GIFT!

An
unprecedented
offer for a
short time only!

This year is going to be a wonderful year for photography. There will undoubtedly be many big cash prizes offered for Snapshots, and with one of the Cameras which "John Bull" is presenting you may stand a good opportunity of becoming a winner.

The Camera we offer is a genuine "Ensign"

—beautifully made by skilled British craftsmen. It is a new model, finished in an attractive bright blue covering—the very latest idea. It is a high grade article—not a toy.

This great offer is for a limited time only and we advise every one of our readers to take advantage of it before it is withdrawn.

All that we ask you to do in order to qualify for this superb gift is to find a friend who will give "John Bull" a trial for ten weeks. In return we will present to your friend, and to yourself, one of the handsome "Ensign" Cameras illustrated on the opposite page. It is, of course, a condition that your friend is not already a reader of "John Bull."

TO-DAY "John Bull" announces a wonderful surprise for every reader. You are invited to participate in a Gift offer that for magnitude and generosity is absolutely unprecedented.

"John Bull" to-day extends to you an opportunity of securing a Superb "Ensign" Camera free. And what is more, under this gigantic scheme you are offered one of these magnificent Cameras not only for yourself, but for a friend as well.

As proof that both you and your friend have purchased "John Bull" for ten weeks, you are both asked to cut out and affix ten consecutive numbers from ten successive issues of "John Bull" to the Gift Vouchers which will be sent to you upon receipt of the forms below. That is all. Directly your own and your friend's Gift Vouchers are received by "John Bull" properly completed you will each immediately receive a FREE "Ensign" Camera. There is no "catch." The full conditions are published on the opposite page.

Act To-day!

Don't delay. Take the first step towards securing "John Bull's" Magnificent Gift by getting the forms at the foot of this page filled in to-day. The forms below reserve, in your name and in the name of your friend, two genuine "Ensign" Cameras. As soon as these forms are received "John Bull" will post to you two Official Gift Vouchers—one for your friend and one for you. At the same time two "Ensign" Cameras will be specially set aside and reserved—one in your own name and one in the name of your friend. Act at once and your Gift Cameras will reach you in time for you to enjoy the fun of photography the whole season through.

POST AT ONCE

1d. stamp
MUST be
affixed by YOU
in this space
to cover
return postage.

Name

Address

PLEASE WRITE CLEARLY IN BLOCK LETTERS.

YOU FILL IN THIS FORM

RESERVATION FORM "A"

To be filled in by the reader of "JOHN BULL" who is introducing a new reader.
To "JOHN BULL" (Dept. J.I.), 5, Castle Street, Long Acre, London, W.C.2.

—IMPORTANT—

Get out the label on the left very neatly round the desired line and enclose it with these Reservation Forms. This label, which will be used by "JOHN BULL" for sending to you both your own and your friend's Gift Vouchers, MUST be filled in by the "John Bull" reader with his name and full postal address written VERY CLEARLY IN BLOCK LETTERS. A halfpenny stamp to cover return postage MUST be affixed by YOU to blank space provided.

In accordance with your special offer, please set aside and reserve a Free "Ensign" Camera in my name in return for my introducing a new reader who has personally signed Form B and who undertakes to give "John Bull" a trial for ten consecutive weeks. I certify that my friend is NOT at present a reader of "John Bull." I have read and agree to abide by the conditions governing this offer. Please send me Official Gift Voucher for the Free "Ensign" Camera.

N.B.—Please also fill in your name and full postal address on the label on the left; also affix halfpenny stamp on space provided to cover return postage.

NAME

ADDRESS

DATE

Give below Name and Address of Newsgate:—

N.B.—If you are NOT already a registered reader you may, if you wish, enclose Registration Form from page 35, J.B., 28.3.31. Available until 2.4.31. Please Write Clearly.

N.B.—Do not separate these forms—send them to "John Bull" together with label on left in an unopened envelope bearing a halfpenny stamp. You MUST also affix a halfpenny stamp to label on left to cover return postage on your Gift Vouchers.

YOUR FRIEND FILLS IN THIS FORM

RESERVATION FORM "B"

This Form MUST BE filled in and signed by the new reader personally—NOT by the "John Bull" reader who is introducing him.

To "JOHN BULL" (Dept. J.I.), 5, Castle Street, Long Acre, London, W.C.2.

Your special Gift Offer was introduced to me by the "John Bull" reader who has filled in the Form on the left. I hereby certify that I am NOT at present a reader of "John Bull" and that I have not purchased this publication for the past three months. I undertake to give "John Bull" a trial for ten consecutive weeks.

In accordance with your special offer, please set aside and reserve a Free "Ensign" Camera in my name. Also please send me (through my friend) Official Gift Voucher for my Free Camera. I have read and agree to abide by the conditions governing this offer.

NAME

ADDRESS

DATE

Please note that your friend will hand you your Gift Voucher. It will be sent to him together with his own. Give below Name and Address of your Newsgate.

PLEASE WRITE CLEARLY.

Out out label very neatly—affix halfpenny stamp—and send in with these forms.



John Bull's Wonderful Free Gift to You!

IT'S an "Ensign"! a name to conjure with—a trade mark known throughout the length and breadth of the land—symbolic of the highest skill of British craftsmen. Here is a first-class camera indeed—a real high-grade article, not a toy. Every click of its high-speed shutter means a clear, sparkling "snap" which will be a constant delight to the happy owner and to his or her friends. At a touch of the finger it may be converted from "snap" to "time" exposures, enabling one to take pictures indoors, or heavy subjects with every detail brought out in strong relief. Fitted with two view-finders, it will take upright or horizontal pictures. "It is daylight loading," and takes a standard size of film obtainable anywhere. There will be many precious memories stored up in this handsome and efficient "Ensign."



Your first film comes with the Camera—it is all ready to take pictures the moment you unpack it.

Would you like a Portrait Attachment?

A Portrait Attachment is a feature associated only with expensive Cameras. It enables you to take "close-ups," up to within a distance of three feet.

By special arrangement with the manufacturers, recipients of Gift Cameras may for a nominal charge have a portrait attachment fitted to their Cameras. Full particulars will be found on your Gift Voucher.

Rules and Conditions

It is important that the Rules and Conditions below are read by both the "John Bull" reader and the friend who is being introduced.

The object of this scheme is to get bona-fide new readers for "John Bull." If it should be found upon verification that any person introduced as a new reader is already a reader, both applicants will be disqualified.

A new reader shall be held to be a person who has not purchased "John Bull" for the past three months.

Gift Cameras will not be awarded unless applied for on the Special Gift Vouchers which are sent (one each for you and your friend) to approved applicants upon receipt of the Reservation Forms.

For your convenience, and so that your Gift reaches you for immediate use, we have arranged with the manufacturers to include with each Camera One E.29 "Ensign" Film, which will take six pictures, 2 in. by 3 in.

When your Gift Voucher is complete—that is, after you have taken "John Bull" for ten weeks, and not before—all that you have to do is to see that it is sent to us, together with a Postal Order for 2/-, which covers the ordinary retail price of the "Ensign" Film which is included with your Camera and also the cost of actual postage, packing and insurance on your gift. Your Camera thus reaches you completely equipped and ready to take photographs the moment you unpack it.

Further films are obtainable at all local dealers.

This offer is limited to the first 50,000 applicants.

No person may qualify for more than one Gift, and no gift will be awarded to more than one member of the same family living at the same address.

Copies of "John Bull" must be paid for in the ordinary way, and no person may qualify by purchasing back numbers for either whole or part of the ten weeks.

This offer applies only to persons residing in Great Britain, Northern Ireland and the Irish Free State.

The Editor of "John Bull" reserves the right to disqualify any applicant for any reason which he considers good and sufficient.

EXCLUSIVE TO BLACK CAT SMOKERS



THE 'MOST POPULAR
HIT OF THE YEAR FROM
"WONDER BAR"

at the Savoy
AMAZINGLY RECORDED
ON A 10" DOUBLE-SIDED

FOUR POPULAR TITLES.

- | | | |
|------|---------------------------------------|---|
| 5230 | ELIZABETH. | (Foxtrot) |
| | Tell me I'm forgiven. | (Tango) |
| | | Eddie Gross-Bart and his
Ambassadors Club Band |
| 5234 | JUST A LITTLE
CLOSER. | (Foxtrots). |
| | Go home and tell
your Mother. | Ambassadors Club Band |
| 5235 | MOONLIGHT ON
THE COLORADO. | Vocal Duets by
Mason and Dixon. |
| | Silver Tone Chimes
of the Angelus. | |
| 5208 | YOU WILL
REMEMBER
VIENNA. | Sam Browne
(with Orchestral
Accompaniment). |
| | I bring a Love Song. | |
| | Send for list of over 250 titles. | |

RED OR GREEN
COUPONS
= 11 Packets of Twenty
Black Cat Red Band

The Public's continued support is due solely to a strict adherence to the highest standard of quality—quite apart from the gifts.

The quality of tobacco—size of cigarettes—purity of paper—standard of manufacture are unexcelled by any other manufacturer, in addition—quality gifts by quality manufacturers.

Black Cat

RED BAND

100% PURE VIRGINIA

Quality CIGARETTES

5 FULL VALUE COUPONS
IN EVERY PACKET OF 20 for 1/-

No 29

IF YOU WANT THE EXTRA LARGE CIGARETTE — ASK FOR BLACK CAT "GREEN BAND"

JOHN BULL

For the People— —the Right to Justice and Truth



"If you see it in 'John Bull,' it is so"

THURSDAY,
for Week ending Saturday,
March 28, 1931. Two pence.
Registered at the G.P.O. as
a Newspaper. Postage:
Inland and Canada, 1d.; all
other parts of the world, 1½d.

Solomon-ise the Mines! Press Lords Wedge? Irish Riddle

TROUBLE is brewing again in the mining areas. We hope that a settlement will be reached, but we know that it cannot be a permanent one. There is no solution for this now chronic industrial disease without a profound revolution in the control of the industry.



Mr. Shinwell, Mines Minister, must be bold

The mines must be nationalised on lines which will permit of the fullest development of the new processes for the extraction of oil and other by-products.

There must be co-operation, too, with the Electricity Board to allow for the erection of great electrical power plants in the coalfields.

The benefits which would accrue, not only to the mining industry, but to the whole nation, from a bold and comprehensive policy are incalculable.

A wedge

The possibility of Mr. Baldwin's resignation from the Conservative leadership is more remote than ever, with the victory at St. George's.

He will now concentrate on two things—India, and the strengthening of his shadow Cabinet, weakened by the death of Sir Laming Worthington-Evans and the "Indian Mutiny" of Mr. Churchill.

Lately he has been in touch with Sir Robert Horne, former Chancellor, but overlooked in Mr. Baldwin's last Government.

Sir Robert is friendly with Lord Beaverbrook. And Lord Beaverbrook need not continue to be too friendly with Lord Rothermere. An opportunity to split them will not be missed.

That mystic figure

The House of Commons has just afforded a curious sidelight on the Civil Service wage-cut based on the cost-of-living figure.

Civil Service M.P.s asked for reduced prices in the refreshment departments of the House, resting their claim on the Ministry of Labour's index-figure.

But the Kitchen Committee could find no signs of reduced prices!

Smuggling wiles

Despite the vigilance of the Customs authorities, there is still a large amount of contraband entering the country. Suspicion has lately rested on the

short-sea traders which journey between these shores and the Continent, particularly the innocent-looking motor-barges.

A thorough investigation in this direction would be well worth while, and we take this opportunity of throwing out a hint anent the tugs which tow the dumb lighters across from Belgium.

India: the facts

Despite the Churchillian rampage on India, the Hindu-Moslem question is already on the high road to settlement.

All classes in India, the princes, merchants and the masses, are so determined on getting a Central Government that they will not allow religious differences to prevent a settlement.

Churchill must save his breath to cool his porridge.

Wigs on the green

Following Mr. J. H. Thomas' St. Patrick's night references to "delicate" negotiations with the Irish Free State, Mr. P. P. McGilligan, the Dominion's Minister for External Affairs, has been received by the King.

The question at issue, the Constitutional right of litigants in the Free State to appeal to the Privy Council, is being made an electioneering point by De Valera's party.

Mr. Cosgrave and his friends are delicately placed by Mr. McGilligan's rash promise to introduce legislation abolishing the appeals—a step which is impossible under the 1921 Irish Treaty.

Again we win!

Only recently we revealed the distressing fact that young prisoners, handcuffed and in chains, were publicly transferred from one jail to another, the butt of all eyes.

A Home Office enquiry followed, and Mr. Clynes has now given a definite assurance that, in future, such prisoners will be transferred in closed vehicles by road.

But that is not enough. Prisoners of all ages must be conceded this consideration. The sight of a British subject—even a downright bad one—standing in handcuffs or chains in a public place is revolting.

Another world-beater

A modest hero has joined the ranks of the Malcolm Campbells, the Hubert W. Kinnes and Amy J. Kinnes who are breaking records in land, sea and air travel.

Without the slightest fuss, Major G. H. M. O'Farrell is making final preparations at the quiet Thameside resort of Teddington to set out in a 2½-ton craft on an 18,000-mile journey by inland waterways—a feat never hitherto attempted.

He will proceed down the river to the Channel, cross over to Havre, and then thread the maze of Europe's inland waterways to Hungary, afterwards

journeying down the Danube to the Black Sea and Constantinople.

If all goes well he will then—with a collapsible boat in order to make short land portages—travel another 15,000 miles through Asia and Africa.

More than 2,000 miles will be through almost unexplored country.

Act now!

The Stock Exchange has a splendid opportunity to reform. In a day or two the annual election of the committee takes place.

Members should see that those who are elected are pledged to break down out-of-date traditions which hamper the small investor and prove a drag on industrial development.

A reformed Stock Exchange could do much to ensure that our great industries which need fresh capital for expansion obtained it. In this way it could assist a decline in unemployment and an improvement in our trade position.

Relics of barbarism

Last week Field Punishment No. 1—the direct descendant of flogging in the British Army—was removed from the Manual of Military Law.

The fact reminds us that pigeon-holed away at Whitehall is a recommendation by a Royal Commission that the brutal words of the death sentence, as spoken by black-capped judges, should be substituted by a plainer formula.

The Government has only to give effect to the recommendation.

Pocket ships—and pockets

A complete revolution in warship design can be foreshadowed. The success of the German pocket battleships has set the Naval Powers of the world thinking.

Yet were it not for the limit placed on our ex-enemy's naval tonnage, compelling the German Admiralty to rack its brains in devising a first-class ship on a small displacement, it is probable that the new standard would never have been set.

* * *

The lesson should be obvious to British designers, who have hitherto spent fabulous sums on building gigantic masses of floating steel that well-placed torpedoes could sink in a matter of minutes.

HOLD IT!

If you wish to capture the happy moments of the coming sunny season, you must be armed with a camera.

Readers will learn with delight that JOHN BULL is giving every one of them an opportunity of securing a superb Ensign Camera free. This offer is extended also to the friends introduced by our readers.

The friends introduced must be new readers, and all we ask is that they give JOHN BULL a trial for ten weeks and, in accordance with the conditions of the offer, both reader and friend will each be sent one of these magnificent cameras.

The full details of this offer are on pages 4 and 5.

Hatry baptised

An Anglican bishop visited Maldstone Jail recently and baptised and confirmed Clarence Hatry, the



Saw the Bishop in jail

notorious financier, who was formerly of the Jewish faith.

There are a number of such visits yearly, but rarely for the benefit of a single prisoner.

Surely there was never a stranger conversion than this.

Hatry is now more than ever anxious to attend all the various religious concerts in the prison, at which Tabor and Dixon, who were associated with him

in his astounding career, are prominent vocalists.

Tories are watching Ottawa!

There is a plot to scotch the adjourned Imperial Economic Conference, due to the held at Ottawa this year.

Mr. Thomas is at present in communication with the Dominions as to the date, but Protectionist interests in this country are trying to persuade the Canadian Government to put off the meeting until a Conservative Government is again in office.

Hints are being dropped that in such an event Canada might get far more of what she wants in the way of tariffs than if Mr. Thomas is again the representative of the British Government.

Some effort would be worth while in such cases of accident to meet the obvious wishes of persons who are encouraging the growth of air-mail correspondence.

Stamping on air mail

If a letter is marked "Air Mail," but does not bear sufficient stamps, it is sent by ordinary post without notification to the sender.

That a letter a fraction of an ounce overweight, bearing, say, fifteen shillings' worth of stamps instead of sixteen, should receive no special consideration is bad business.

The candidates' election addresses have been posted to Australia and South Africa, and the voting will take place simultaneously throughout all countries in which the organisation has branches.

"If You See It—"—continued

Scotland's hope

A large industrial concern in Scotland, with a capital of £2,000,000, is experimenting with a crude-oil engine for transport vehicles in the hope of evolving a new industry for Clydeside. The company has a world connection, and if the crude-oil engine scheme proves a success, work will be found for many Clydeside engineers.

Some weeks yet will be needed before the public is taken into the confidence of the powers that be.

Treasure myths

There will again be many seekers after buried treasure this summer. Elaborate plans have already been prepared to visit the stores of various old-time pirates in distant parts of the world.

As is only to be expected when the chance of easy money is in the offing, unscrupulous elements have taken a hand in the game, pursuing their craft on the strength of carefully doctored charts and a plausible tongue.

The only treasure they are after is that which reposes in the pockets of their victims. We advise the utmost caution to would-be investors in these projects.

Dark ages doomed

Following a committal to jail for contempt by the Hauxton (Cambs) Ecclesiastical Court last year, the Lord Chancellor appointed a committee of enquiry.

A report has since been made advising the abolition of this medieval survival of Church secular power, but there is little hope that a Bill will be introduced during the present session of Parliament.

The Attorney-General, however, has a new Act ready for introduction at the earliest possible opportunity.

Let in the light

A committee has been conducting a secret enquiry into charges that certain properties near the centre of Glasgow have been undervalued for rateable purposes with a consequent loss to the City treasury.

The authorities are very reticent about the whole affair. But it is hoped that this matter will not end with a secret enquiry.

Whether these charges are well founded or not, they should be exposed to the wholesome light of publicity.

Veteran M.P.s

Several Scottish Labour M.P.s nearing the "three score years and ten" mark are considering retiring at the next General Election.

Three veterans—Mr. William Wright, M.P. for Rutherglen; Mr. Hugh Munnin, M.P. for Falkirk and Stirling, and Mr. Joseph Sullivan, M.P. for Bothwell, are, however, amongst the most regular attenders in the House, though they are all approaching seventy.

Each member of this trio has contributed in no small degree to the rise of the Labour Party from despised obscurity to its present position as the Government of the country.

Parliament will be sorry to lose these "G.O.M.s."

Chilly!

An Egham woman with several children, who had been living for days on bread and margarine, could not pay her gas bill. So the company turned off her supply.

She and her mites were hungry. They will now be cold and lightless.

There are thousands who cannot pay their gas bill on the nail nowadays. The companies would be more accommodating, but the Government auditor will not allow it.

Here is an opening for a little practical Socialism, Mr. Snowden!

Must he go?

Is a leader of men too old at fifty-five?

The rules of the Union of Post Office

Workers say that he is, and provide that all chief officials of the union must retire on pension at that age.

But some of the members are reluctant to lose their general secretary, Mr. J. W. Bowen, M.P., who reaches the fifty-five mark very shortly, and at the coming annual conference a suggestion will be made that he should continue in office for a further three years.

Looking ahead!

The trouble in Spain is not over yet. And while King Alfonso was over here recently he spent much time with his brokers.



He has made sure of his fortune

Some months ago, when the political horizon in Spain was particularly cloudy, he made complete arrangements for a large part of his private fortune to be invested in British securities.

On the occasion of his visit he took the opportunity of reviewing these investments and completing the transference of further large sums.

Should King Alfonso ever retire from his Throne he would almost certainly come to live in England, where he would be an immensely wealthy private resident.

Helping old age

It would seem to be only part of ordinary business efficiency that the office hours of the local old-age pension officer should be posted up in each post-office.

It is no joke for elderly or infirm people to travel to his office to discover that he is there from eleven to twelve on Mondays and Thursdays only.

The "explanatory" leaflet given with the application form, too, might be more explicit.

Enquiry at three post-offices for a little light on the clause regarding

deductions from unearned income elicited the reply that "they knew no more than was down on the sheet."

If it is impossible to word these official forms so that he who runs may read, at least the officials dealing with the matter might be coached in the subject.

Doorstep disgrace

We call the attention of the London police to the methods of advertisement adopted by certain manufacturers of birth-control apparatus.

Very explicit circulars are being thrust indiscriminately through letter-boxes in residential areas, where they frequently fall into the hands of minors of both sexes.

This offensive proceeding is a breach of section 12 of the Metropolitan Police Act, 1839, and, as such, should be stopped without delay.

"Put me in the dock"

In 1929, Mr. F. W. Stanbury—a local magistrate and a man well known in local public life—was dismissed from his employment at Teignmouth post-office for "suspected dishonesty."



On his behalf asked to prosecute

M.P., has asked that the Post Office should prosecute him in order that he may have an opportunity of vindicating himself.

This the Post Office declines to do, and, seeing that Mr. Stanbury invites a prosecution, it can only be regarded as at least a strange decision.

Terror islands

We offer the Minister of Transport a job. He should take a census right away of the multitudinous and so-called "safety" signals, island refuges

for pedestrians and other "safety first" impedimenta which, as often as not, are a peril instead of a protection. Motorists are frequently bewildered. We know of one case in which a "Keep to the left" signal was knocked down four times within a comparatively brief period.

Motorists appreciate every help and advice. But signs and islands stuck indiscriminately between tram-lines and at cross-roads should be weighed up and, where found wanting, removed.

Closed doors

The Building and Stores Committee of the Derby Corporation is very upset. An order for enough doors to equip about 3,000 Corporation houses appears to have been issued without its authority.

Who gave the order and to what firm it was given are impenetrable secrets.

It appears also that the Corporation declined to give an order for doors to a big Whatstandwell firm, but placed one with an outside firm, which actually bought the doors from the Whatstandwell concern and had them sent on to Derby.

An investigation has been demanded. Derby should see to it that it opens the door on the mystery.

Brass hearts—and helmets

Who of the millions attending the cinemas weekly give a thought to the fireman, whose job is to safeguard their lives? His lot in many smaller picture-houses is not a happy one.

Paid a wage of from 30s. to £2 a week, he is on duty twelve hours a day. Very often, besides his duties as fireman, he is expected to be a general handy-man.

In one case brought to our notice, he was made to re-upholster the seats, and for this work, involving fifteen hours a week extra duty, he was given a rise of 10s.

Shortly afterwards his fireman's pay of £2 was cut by 25 per cent., so he now finds himself working eighty-seven hours a week for his original wage.

We call this wonderful

There were children around Trimdon Colliery too unhappy to play. Their boots and shoes were broken and leaked, and the frost crept in and nipped their toes.

A group of unemployed miners saw their misery. They formed a boot-repairing committee, and, hard up as they were, raised a few pounds for leather, nails and other necessities.

Now the good work goes with a swing. While some of the men do the mending, others help to keep funds going by means of concerts and football-matches.

And the children play again.

Wanted: A cure

There is a strong feeling in the Royal Air Force that the service is understaffed so far as doctors are concerned.

For some years the number of medical officers has been about only 90 per cent. of the authorised establishment.

Pressure is being put on the Air Minister, both by the service, which wants improved medical attendance, and the medical profession, which requires more vacancies for its young graduates.

In view of our revelations last week concerning the Ministry affairs, the deficiency might be made up by one good specialist in sleepy sickness.

Cheaper telephones

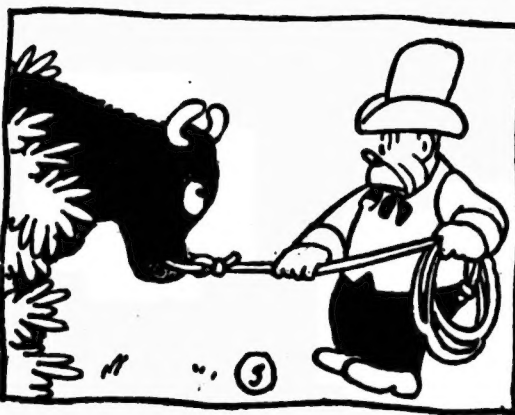
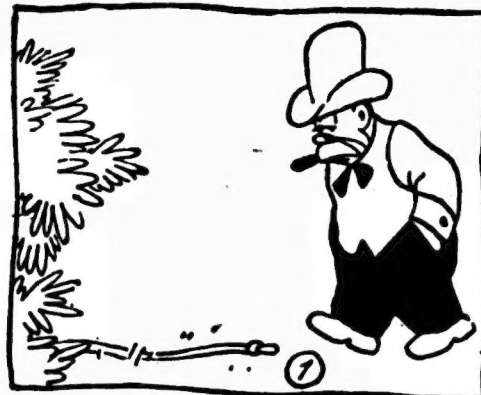
Following the announcement in JOHN BULL that the trunk system was being abolished and all long-distance calls were being put on the toll exchanges, Captain Peter MacDonald has been urging in the House of Commons that the Postmaster-General should adopt the suggestion for a cheaper telephone service.

The Post Office hopes that the abolition of the trunk system will speed up the long-distance service, and that as a result the number of calls will be increased.

Hoping to attract more subscribers to use the service before reducing the price of calls is surely putting the cart before the horse.

ADAMSON'S—

—Bull Fright



A POUND

WITH A FALSE FACE

JUST as the wage-earner has to face salary cuts as the cost of living falls, so should the bondholder be forced to make similar sacrifices from his dividends.

Scores of millions of pounds could be saved to the country by Sir Norman Angell's scheme so lucidly explained here.

The most progressive financial elements are in favour of it.

money to gold money in April, 1925.

True, the difference between paper and gold money never reached with us the fantastic extent that it did in Germany. But even with us the difference between the value of the paper money of, say, ten years ago and the gold money of 1931 is enormous.

The pound which the creditor lent when paper was about at its lowest was worth little more than fourteen shillings in gold. But the debtor repaying that debt in 1931 pays a twenty-shilling pound.

The farmer, to return to the first illustration, has to pay thirty sacks of grain instead of twenty—cereals have fallen in value 62 per cent. since 1920—whether it be for his mortgagee, or landlord, or insurance company, or for any other fixed money payment.

And, be it noted, the mere fact of money being convertible into gold, as our money now is, does not mean that it remains stable in value. It has risen in value—which means it takes more goods to get the same amount of money—nearly 35 per cent. since 1925.

The creditor wins

SUPPOSE the farmer, having fixed money charges, is faced by the fact that everything he sells has been halved in price. His payment to his landlord and creditors, still remaining the same, might well take nearly the whole of his gross income.

He cannot carry on; his workers are discharged; the unemployment figures go up. And what is true of the farmer is true of the factory owner, having to pay interest on debentures, and of every business man whose first obligation is to the creditor class.

But meantime the real income of this creditor class has doubled by the halving of prices. A hundred a year has become—if we imagine prices being cut in half—exactly the same as what £200 was before the fall.

There is, it is true, some dispute as to the exact figures of the rise in the purchasing power of money; and it is also true that retail prices have not fallen as much as wholesale. But the creditor class is getting to-day for the same nominal amount of money very much more than it got five years ago.

According to Sir Henry Strakosh, the share of national income which the creditor class—the bond and debenture holder, the holders of fixed-money obligations, the *rentiers*—now takes has risen in five years from a fourth to a third.

It is equivalent to adding somewhere about three hundred millions to the burden of industry. This added burden, as much as anything, is what has helped to strangle industry.

Now, the added burden on industry could have been prevented. A device which needed only a little ingenuity, which fell completely within the power of the nation acting by itself, could have been applied.

When under the chancellorship of Mr. Win-

ston Churchill, in 1925, we changed our money from being a paper money to a gold one, everyone knew that there was bound to be a fall in prices.

The Government could have said to its creditors: "You are at present receiving from your bonds a certain real income—so much food, clothing, etc. You shall continue to receive that income. You shall receive no less, but neither shall you receive any more."

"If the quantity of goods which you now buy with £5 is next year bought for £3, you shall receive £3 instead of £5. If it takes £7 to buy the goods, you shall receive £7 instead of £5."

Sliding-scale for all

THERE would be no question of confiscation or repudiation. There would be applied to the bondholder what has so often been applied to the wage and salary earner—a sliding-scale based upon the index-figure of the cost of living.

There would have been applied to the nation's creditors what was applied in the Dawes Plan to the debtor nation of Germany.

In the Dawes Plan it was provided that, if the value of gold increased—which means if prices fell—Germany would have to deliver less of it. If prices rose and gold fell, she would have to deliver more.

It was a principle which might well have been applied to the payment of our debt to America, and, if it had been, there would have been a saving of a very great sum annually to this country.

If the Government had applied this principle of an index-figure to its own debts, there could have been very little doubt that industrial debentures would soon have been subject to the same principle.

Certain American industrial corporations have indeed created just that type of bond, and have called it a "stabilised bond."

Had this taken place, the debt charges on industry would decrease as prices fall, and increase as prices rise, while the creditor would be assured a fixed income. If he lost the fortuitous gains from falling prices, he would also be protected against the loss through inflation by rising prices.

Unhappily, it is not something which it would be wise to do now prices have fallen. It is something which should be done when prices are high.

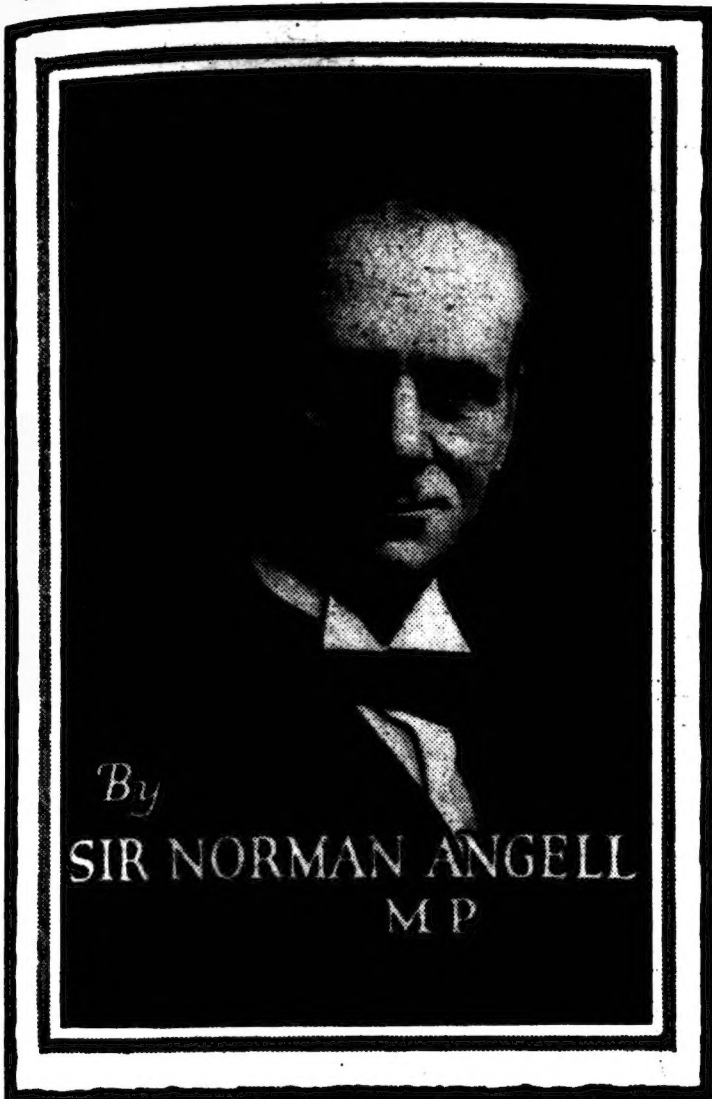
Do it soon

BUT prices will rise again, and then a Chancellor, and all those who in business and industry use money, will have their chance.

It is useful, however, to make the suggestion at this juncture, because its discussion will help the public to understand the injustices and difficulties which arise from changes in the value of money.

And when that has been more generally understood, the public will insist that bankers shall pursue a policy having for its main object stability in the value of money, in the general price-level.

And when we have managed to get a stable money, about half the problem of unemployment will be solved.



By
SIR NORMAN ANGELL
M.P.

"There would be no question of confiscation"

A SMALL farmer said the other day: "Ten years ago I paid the interest on my mortgage with the sale of twenty sacks of grain. It now takes thirty."

Do we realise what this means? It means that though his nominal money debt has remained the same, his real debt had increased 50 per cent.

The creditor, somewhere, somehow, is getting thirty sacks where originally he only got twenty; and the burden of the debtor has correspondingly increased.

It explains why Australia, and the producers of raw materials throughout the world, are so near to bankruptcy that they cannot buy our goods; why so many of our factory operatives are out of work.

The farmer quoted above talks about prices having fallen; he would more truly speak of the value of money having risen.

We have only to recall what happened to the German mark to realise how tremendously money changes in value.

Ducks—and drakes

IN 1922 a thousand marks was worth having; it would buy a suit of clothes, say. By the middle of the next year it would not buy a box of matches. The marks were, of course, paper marks, printed by the hundred ton.

Later, as we know, Germany reintroduced the gold mark—made the paper mark equivalent to a gold one, that is—and the astronomical figures disappeared.

Supposing that at the time when a pair of ducks could be sold for a million marks, a peasant, wanting a loan, had undertaken to pay interest at the rate of a hundred million marks a year—a hundred pair of ducks—and that after he had done so the Government had restored gold money without making any provision for adjusting debts.

The creditor could then have demanded of the peasant a sum which, though in actual figures unaltered, would be sufficient to buy twenty million pairs of ducks, and which, by an increase in the value of money, had become enough to buy not merely the peasant's whole farm, but thousands of similar farms.

Now we, like Germany, went from paper



The Dilly-Dally Duke—Sermon for Churchill

HIS MAJESTY THE KING,
Buckingham Palace, London, S.W.

YOUR MAJESTY,—The luck has not been with you in your racing ventures, and at the beginning of another season on the "Flat" I offer my sincere good wishes for success for the Royal stable.

I understand that a three-year-old, Ashridge, a half-brother to the good Scuttle, is the best of your youngsters, and that you have engaged him in the Two Thousand Guineas, Derby and St. Leger.

May he be as loyal to you as the great British public, and win one, or more, of these great races for a great monarch.

JOHN BULL.

The DUKE of MARLBOROUGH,
Blenheim Palace, Woodstock, Oxon

YOUR GRACE,—You have signalled a most infrequent appearance in the Upper Chamber by initiating precisely four months too late a debate on certain resolutions concerning India.

The House of Lords, after great patience and courtesy, blew your resolutions to bits. Though Cousin Winston may have applauded your effort, I have no doubt about what your illustrious ancestor, the first Duke, would have said.

I see that your family motto is "Faithful though unfortunate." It is not, I would remind you, "Better late than never," and your speech would have been better left unsaid.

JOHN BULL.

Sir JOSIAH STAMP, G.B.E.,
Park Hill Road, Shortlands, Kent

DEAR SIR JOSIAH,—Why not call a spade a spade? Talking of the probable trend of wage-levels and price-levels in the next few years, you declare that we are in a most dangerous position owing to our "lack of resilience."

You predict disaster unless we have a greater response in the way of altering wages.

Resilience. The dictionary says that that means springing back. Back to the bad old days, eh? Why not be honest-to-goodness and say you mean wage-cutting?

JOHN BULL.

Rt. Hon. WINSTON CHURCHILL,
71, St. Stephen's House, London, S.W.

DEAR CHURCHILL,—I hate having to cane you again, but you do ask for trouble, don't you?

You have just told the Select Committee on Parliamentary Procedure—a committee whose job is to knock the rot out of time-wasting tactics—just what you want.

And what you want is the "resuscitation of the fierce, intense, thrashing-out of great public questions."

Be as fierce as you like. Be as intense as you like. Thrash whatever you like. Go and stroke the lions in Trafalgar Square! But, for heaven's

Candid Communications

A Loop-Line Route for SNOWDEN

sake, keep your anemic thunder in order.

The truth is that there are too many empty barrels making a big noise in the House—too much talk and too little action. What we want is more push and less precedent.

JOHN BULL.

Councillor THEO. JENKINS,
Llanelly, Wales

DEAR MR. COUNCILLOR,—You teach a splendid lesson of head and heart and hand.

As chairman of the local Health Committee you were out visiting in the poorer quarters of Llanelly the other day and discovered a humble home stricken by the flu.

Father had managed to stumble off to work, but mother and three children were helpless.

Off came your coat. You lit fires in kitchen and bedroom, cleaned the house, prepared four good meals and then provided domestic help.

My hand, sir.

JOHN BULL.

The Rt. Rev. Dr. E. W. BARNES,
Bishop's Croft, Birmingham

MY LORD,—Birmingham General Hospital's board of management has just failed in a retrograde attempt to bar married women doctors from public appointments.

Your own arguments and personal influence with the hospital governors carried the day for modern ideas by three votes. And I share your satisfaction at the victory.

In the humane work of the hospitals a woman doctor is all the more efficient—and certainly all the more understanding—for the human experience of marriage.

JOHN BULL.

Mr. JAMES BERRY,
Patricroft Workhouse, Lancs

DEAR BERRY,—I am sorry you so far forgot yourself as to assault the master of the workhouse when the ten shillings you sent for a ticket in the Irish sweep was confiscated.

The master was probably only doing

his duty as he saw it when the money was returned by the postal authorities.

The assault by a man who has seen sixty-eight winters, however, cannot have been very serious, and the magistrates who sent you to prison for a month could with better grace have tempered their judgment with mercy.

I don't think the morals of Britain are any safer because you have been denied the chance of winning enough to get you out of the institution.

JOHN BULL.

The BOROUGH JUSTICES,
Barnstaple

GENTLEMEN,—I hear that the attention of the Home Secretary is being directed to certain flagrant inconsistencies in your judgments. Judging from two recent cases, such intervention is timely.

In the first, a Corporation official holding a good position was found guilty of stealing twelve lamp parts which he sold as scrap-iron. He was fined £20 and allowed a month to pay.

In the second case, an unemployed waitress had yielded to temptation and stolen a bunch of tulips from a churchyard grave. It was her first charge, but you sentenced her to three months in jail.

I await the sequel.

JOHN BULL.

THE LORD MAYOR,
Cardiff

MY LORD MAYOR,—I need not remind you that, thirteen years after there are still war-battered men in the almost-forgotten blue uniform at Rookwood Hospital, Cardiff. Some are terribly maimed.

Why then, in the name of common decency, has the council over which you preside refused these heroes the trifling favour of free passes for the trams and buses?

I trust that at the next council elections those retiring members who voted against this privilege, which they themselves enjoy, will be presented with an adequate reminder of Cardiff's disgust.

JOHN BULL.



The Rt. Hon. PHILIP SNOWDEN,
Eden Lodge, Tilford, Surrey

DEAR SNOWDEN,—Throughout the country your illness at this time has created sorrow and anxiety, lightened happily by the knowledge that your recovery is so far advanced that you may yet present your Budget in person. I hope you will do so.

I am waiting eagerly for the redemption of the promise you made in these columns, just three years ago, of a tax on land-values.

You wrote then: "Whatever the next Labour Government may attempt, it is quite certain that it will deal with the rating and taxation of land-values."

The rest of your article illustrated how great increases of land-values were due entirely to the activities of the community.

Mr. Morrison, your Cabinet colleague, has recently admitted that £120 per square foot (five and a quarter million pounds per acre) was paid to widen a London street.

And that is how ground-landlords are holding up the community and civic progress at the same time all over the country.

You have unmasked these highwaymen. Now disarm them.

JOHN BULL.

STRAIGHT from the Shoulder

REV. TOM SYKES: "When we are civilised it will be as sacred to build a factory as a church."

We need more of this good common-sense religion.

SIR KINGSLEY WOOD, M.P.: "Man spends a third of his life in an office which looks more like a prison-cell."

Yet hundreds of thousands of unemployed blackcoats to-day would jump at any decent offers.

Not from the B.B.C.—Viscount Byng, Chief Commissioner Metropolitan Police, sings—

TELL Scotland Yard the news! Let spirits soar!
And hope illumine each heart bowed down with grief!
Soon will my faithful servants see once more
Their long-lost Chief!

Old soldiers don't in winter quarters rust;
And so I'm full of beans with some to spare.
So fill my inkpot, raise the blinds, and dust
The sacred lair.

Although for long an exile from my land
(And from my job) I'll soon re-cross the foam.

Full of the schemes I've schemed, the plans I've planned
Away from home.

Soon things will start to hum! Ideas will sprout!
And Scotland Yard with energy will burst
When I (D.V.) return, on or about—
April the first!

Anybody who wishes to extract a comic significance from the date provisionally fixed for my arrival is at liberty to do so. The really important point is that I am coming back.

In the spring an old soldier's fancy turns to thoughts of new campaigns, and I mean to cover with confusion those who suggest that I am not as young as I used to be.

Admittedly, since my appointment as



"They Don't Want to Lose Me, But—"

Chief Commissioner in 1928, I have been able to spend only a few months at Scotland Yard, owing to the state of my health.

But—although the *Daily Mail* has not yet

thought fit to make a (comic) song about it—Gandhi did not watch St. George's with a keener eye than I have watched Scotland Yard.

Yet despite this strict attention to duty, my absence has not made certain hearts grow fonder.

Critics are saying that the Metropolitan Police Force stands in need of re-organisation, that there are grievances which require to be remedied and problems waiting to be vigorously attacked, and that this work calls for a younger and more active man.

Quite apart from our contributor's kindly quips JOHN BULL sincerely hopes that Lord Byng has thoroughly recovered his health.

In some quarters it has even been suggested outright that I should retire! I never heard such nonsense! Old soldiers may fade away to the Riviera, but they don't retire!

On the contrary, I am about to advance upon the Scotland Yard sector, where several matters require immediate attention. And the first of these is to track down and deal with the anonymous author of the following disgusting doggerel:

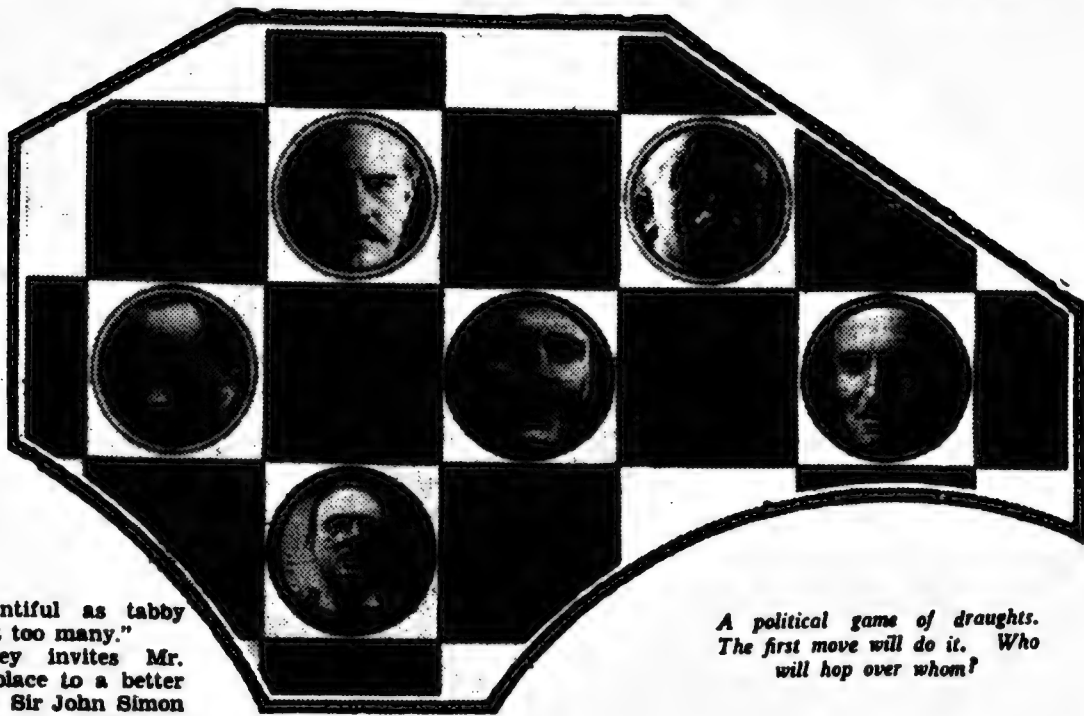
We don't want to lose you.
But we think you ought to go;
We would not ill-use you,
But, after all, you know,
A job's a job; and yours is one
With work that's waiting to be done.

We do not dislike you;
Your record we admire;
But does it not strike you
You really should retire.
Since for two years you've held your post
And been at work some months at most?

We don't want to fret you
Now you are coming back;
We don't want to get you
The Order of the Back—
But blessed is the man who knows
When he should go—and forthwith goes!

A Three- Headed REVOLT

by A. G. GARDINER



*A political game of draughts.
The first move will do it. Who
will hop over whom?*

THE life of the Government hangs by a thread. I am not sure that it would not be truer to say that it hangs by a rope of sand.

In a sense, of course, it has always lived on sufferance. That is the condition of a minority Government which depends for its existence on votes it cannot control and which owe no allegiance to it.

But the situation is more acute today than it has ever been. It is more acute because the disintegration of the Parties has reached a stage that is quite unprecedented and makes anything possible.

In one of his letters, written in those sensational years when Chatham's young men were painting the map red, Horace Walpole said that when he awoke in the morning he enquired what new continent we had added to the Empire overnight.

The daily slaughter

Nowadays when we turn to our morning newspaper we ask what Party has gone into the melting-pot overnight, and what old leader has been turned down and what new leader has turned up.

All the Parties are at sixes-and-sevens, policies burgeon like asparagus in May, and leaders, as Gilbert

would say, are "plentiful as tabby cats, in point of fact too many."

Sir Oswald Mosley invites Mr. MacDonald to give place to a better man—himself, to wit; Sir John Simon has thrown over Mr. Lloyd George, and Mr. Baldwin is badgered by Mr. Churchill from one angle and by Lord Beaverbrook from another.

In the midst of the chaos, the Government lives a dog's life, from day to day and from hand to mouth.

No. 10 "To Let"

Mr. MacDonald is rather in the position of Curran, who, after sleeping in a country inn, said that if the fleas had been unanimous they would have shoved him out of bed.

If all the people who dislike Mr. MacDonald and his Government could only agree about something, the "To Let" notice would be up in the windows of 10, Downing Street forthwith.

But as they all dislike or fear each other as much as they dislike or fear him, he retains the key of the establishment on the precarious basis of a caretaker.

The situation has reached a crisis in the last few days because of the domestic trouble of the Liberals. It is the Liberal Party which is the thread by which the Government has been kept in power.

But, as I have suggested, the thread,

never very stout, has of late become dangerously like a rope of sand.

If it breaks, the Government can hardly fail to come tumbling down, for though Mr. MacDonald has a paper majority over the Conservatives, there is so much disintegration in his own ranks that, without a substantial backing from the Liberals, he cannot long keep Mr. Baldwin at bay.

That substantial backing has long been threatened. The Coal Bill strained it almost to the breaking-point. The Trade Disputes Bill has been withdrawn because the Liberals insisted on drastic amendments that the Government would not accept.

At this moment the Electoral Reform Bill is fluttering between life and death, partly for the same reason, partly because Mr. MacDonald's own Party has no enthusiasm for it.

Of two evils — ?

Add to all this the fact that the Education Bill has been sandbagged in the Lords, and we have an array of legislative corpses that threatens to kill the Government with ridicule.

The only thing that can redeem the situation is a firm bargain between the Government and the Liberals.

Such a bargain can only be struck on the basis that the necessity of keeping the Government in office must override all Party considerations.

Is such a bargain possible? If so, upon what terms can it be struck? Is the principle to be that of co-operation or that of coalition?

There is, I think, no doubt that the main body of the Liberals want to keep the Government in power. They want this less because they like it than because of their fear of the alternative.

They fear the alternative on two grounds.

Whatever the failures of the Government in domestic legislation and in regard to unemployment, they entirely endorse what it has done in foreign affairs—the brilliant success of the naval treaty, the Round Table Conference, the policy in Egypt.

Anchored on Snowden

And they dread the return of the deadening hand of Sir Austen Chamberlain to the Foreign Office.

In the next place, they know that the return of Mr. Baldwin means the introduction of Protection.

While Mr. Snowden is at the Treasury the position is secure, and I am not sure that it is not the personality of Mr. Snowden more than any other consideration which constitutes the hold of the Government on the Liberals.

But that hold is weakening. It is

weakening not merely because of dissatisfaction with the Government, but because of the civil war that is raging in the Liberal Party.

It has long ceased to be a happy family. It has the most brilliant leader in the House, but he is a leader whom it does not trust and whose leadership keeps it in a state of perpetual nerves.

Which-way Simon

These discontents have found a focus in the person of Sir John Simon. Next to Mr. Lloyd George himself, he is the ablest man in the Party, but like Mr. Lloyd George he is always obscure.

Beyond the fact that he wants to bring the Government down, no one is quite sure what he means.

He is obviously coquetting with tariffs, after the manner of Mr. Keynes, and it seems a little doubtful whether he will remain a Liberal or whether he is contemplating an alliance with the Conservatives.

But at the moment he represents the discords of the Party.

Those discords have come to a head over the trumpery question of University representation, on which a third of the Party voted one way, a third the other, and the other third no way at all.

The Chief Whip has resigned, and Mr. Lloyd George has challenged the Party to adopt a policy, stick to it loyally and declare its attitude to the Government.

No election, please !

I am writing before the issue is settled. There is no doubt that Mr. Lloyd George wants to keep the Government in, and the probability is that he will take the majority with him.

In some quarters it has been suggested that he would be willing to take office; but this is not practicable. Nor do I think that he and Mr. MacDonald could tolerate each other in the same shafts.

The alternative is more formal co-operation, which would imply on the part of the Government a greater readiness to take the Liberals into its confidence and to adopt a policy that would assure the support of Mr. Lloyd George and the bulk of his followers.

This, though difficult, should not be impossible. It would be the best thing for Labour, for the Liberals, and, I think, for the country, which cannot be benefited by an election in the present chaos of Parties and ideas.

Failing this, I do not see how the Government can survive. Nor ought it to survive, for without this compromise it cannot possibly govern.

Homely Wisdom—by CANON R. J. CAMPBELL, D.D.

Forget the Grievance!

PASSING a place of worship the other day I saw pasted on the notice-board the motto: "He who does a kindness should never remember it; he who receives one should never forget it."

What a vast amount of trouble and quarrelling would be saved if people acted on this excellent advice!

Alas, they rarely do. People who confer a favour or do a service for a friend are often in the habit of recalling the fact to the mind of the beneficiary and claiming advantages in return.

I once read an amusing story of a man who had been saved from drowning by a neighbour and was so pestered afterwards for years by the whole family of the rescuer, who expected him to gratify their every whim, that in the end he went and drowned himself in earnest, declaring with his last breath that if anyone offered him first aid he would drown two instead of one.

On the other hand, it is a very galling thing to realise, when you have done your best for anyone, perhaps at considerable personal sacrifice, that the person so helped does not show the slightest appreciation of the deed—in fact, may respond in a totally different spirit.

A man I know made a small temporary allowance—or what he intended to be a temporary allowance—to a married couple who were passing through a difficult time owing to sickness and loss of means.

On one occasion the monthly payment was a few days late, and a caller who happened to know the facts was greatly entertained to hear the husband who

was expecting the remittance declaiming angrily against the tardiness of the sender.

Not a hint or suggestion was given that he owed any gratitude to the man he was maligning, be it noted.

There are sure to be readers of these words who have made the unwelcome discovery that human beings are apt to keep a short memory for generosity by which they have profited.

If they rise in the world they do not like to think of themselves as under obligation.

You may actually make a man your enemy by putting him in your debt in one way or another, as Shakespeare shrewdly observed centuries ago—"Loan oft loseth both itself and friend."

Kindness repaid by love and loyalty is one of the most gracious of human relationships, as illustrated in the case of David Lloyd George with the uncle to whom he owed his start in life.

It is said that the great statesman, no matter how busy, never failed to send the old man a daily message as long as he lived.

Never resent ingratitude; it is quite useless and only reveals your own self-love. Put it right out of your mind or you will never be at peace.

But if anyone has given you a helping hand on life's rough road, cherish the fact in your heart and show that you do so.

You will be a better and a bigger man for keeping the flame of mutual ministry alive in this way and encouraging others to feel its warmth and walk in its light.

Weekly Informations from MAJ.-GEN.

SIR WYNDHAM
CHILDS

INVESTIGATIONS made by my department following the receipt of a letter from a Glamorganshire reader have led to discoveries which enable me to unmask a resourceful adventurer.

He is a man who makes a practice of keeping well in the background, leaving others to bear the responsibility, so he will hardly welcome the publicity that I propose to give him.

Let me begin by outlining the experience which befell my Glamorganshire reader, who was first attracted by an announcement in the Press that Messrs. Childs and Co., business transfer agents, of Clapham Common, London, S.W., were prepared to finance any genuine proposition.

Inventor duped

It so chanced that he possessed a patent for a new type of kettle, which many people considered of domestic value.

He had no doubt that it could be profitably exploited, but he was unfortunately without funds.

Childs and Co. welcomed his appeal to them with enthusiasm, and requested him to forward his models and specifications at once.

Considerable correspondence followed, my reader being informed that Childs and Co. would be willing to purchase the patent outright.

But suddenly the firm became strangely silent, and the inventor could obtain no information as to what was happening.

Finding it impossible to get an answer to his letters, he applied for the return of his patent and specification, and when this request was ignored, he decided to ask my advice.

I wish he had consulted me earlier, for I am truly sorry to say that he has probably lost his property.

He will derive small consolation, I fear, from the knowledge that other clients of this firm have lost considerable sums of money in what can only be described as a glaring and barefaced fraud.

Childs and Co., I find, had offices in Holborn Viaduct and Chancery Lane, London, as well as at Clapham.

Those in Chancery Lane were ob-



Vouched for by Manikum, offices were set up over the Safe Deposit in Chancery Lane. Divisional Detective-Inspector Hedges' (right) officers have been investigating complaints

tained, in an ingenious manner, from a business man occupying large offices over the Safe Deposit, who had decided to sub-let some of his rooms.

Negotiations were opened by a Mr. Leslie Summers, who gave a good address in Surrey, and represented himself to be a man of importance and repute.

Mr. Summers also produced a letter from an estate-agent recommending him as a desirable tenant, and stated that he was an income-tax recovery expert.

Cut-and-run tactics

This all sounded convincing, but Mr. Summers went even further.

If it was desired to put his personal integrity to the test, he declared, a Mr. David Joseph Manikum, a big business man and financier, would doubtless be pleased to vouch for him.

So the rooms were sub-let to Mr. Summers, who was joined a day or two later by a Mr. Roberts, a Mr. White,

and a prosperous-looking man of colour.

For a time it seemed as if a very brisk business was being done. Then Mr. Summers and his associates suddenly disappeared, leaving the rent considerably in arrears.

The landlord has since been much troubled by callers with heartrending stories of victimisation at the hands of one or another of the missing tenants.

Perhaps the worst case is that of a young couple who were about to be married.

The man had been in business as a tobacconist, confectioner and news-agent, and was hoping, on marriage, to launch out in a new direction.

A convincingly-worded advertisement induced him to entrust Childs and Co. with the sale of his business,

Sinister
Mister
ManikumA QUEER HOSPITAL
SENSATION

and though this firm actually effected the sale, the unfortunate fellow has never seen a penny of the purchase-money.

On the other hand, there are numerous people who have paid deposits to Childs and Co. on property that they hoped to purchase, and complaints in this respect have been lodged with the police.

Wireless trick

During their tenancy of the offices at Clapham, Holborn and Chancery Lane, a friend was taken ill and sent by his doctor to a London hospital.

Mr. Roberts and the coloured man were constant visitors, and created a good impression by presenting the hospital with a valuable wireless set, which was installed in the patient's ward.

One can imagine the distress of the hospital authorities when a bailiff suddenly arrived at the institution one day and took possession of the new installation, which was obtained in a most questionable manner from a man who subsequently went to the police.

Who are the people involved in these unusual swindles?

My surprise

Alfred Roberts, I find, is a much-convicted rogue, who has been independently conducting a fraud of his own, for which he has just been sent to jail.

Summers may have been quite an innocent party, but the prosperous-looking man of colour played a very important part in the affairs of "Childs and Co."

My readers will be as surprised as I was to learn that his name is Mr. David Joseph Manikum—the "big business man" whose name was given as a reference by Summers when the Chancery Lane offices were obtained.

He has been associated with other schemes, one being a firm of bogus "business brokers" in Regent Street, known as Smithson and Son.

The chief person in evidence at the office in this venture was a man who bore the innocent name of Smith. Manikum was, however, very closely concerned with this venture.

One dupe was a man who was anxious to buy a business in South London. He was told that the purchase could easily be effected and parted with £200.

What happened to Smith?

Nothing ever materialised, and Mr. Smith disappeared from the office after a warrant had been issued for his arrest.

Mr. David Joseph Manikum, whose selection of friends is, to say the least, decidedly unfortunate, ought to engage the attention of the authorities.

CLUES

To CROSSWORD SUCCESS

"DAE ye want tae hear aboot his wee bit jam?" was the query asked by some of the workmen.

Our correspondent had visited an engineering foundry in the little Lanarkshire town of Blantyre, and asked for Mr. Cornelius Devlin, winner of a half-share in JOHN BULL's £300 Crossword Puzzle No. 104.

News of Mr. Devlin's success had spread among his colleagues in the foundry, and "his wee bit jam" was an old Army phrase for "his little bit of luck."

It wasn't luck, though, as you'll see.

"I have tried the puzzles for over two years," Mr. Devlin said, "and this is the first prize I have won—and it's a good one."

"There have been times," he added, "when I have had ten or twelve mistakes; but I just kept on."

Mr. Devlin is twenty-nine years of age, and lives at 213, Glasgow Road, Blantyre. He admitted that he was courting, and that "the girl" was delighted at his success.

And as our correspondent left the workshop, a group of workers en-

quired: "Did he tell ye hoo tae win big prizes?"

Mr. Devlin had done so; ten, twelve mistakes, but he kept keeping on. So the answer was: "Perseverance."

"JOHN BULL has proved a better tonic for me than any doctor has prescribed," said Mrs. F. Smith, 72, Springcroft Road, Hall Green, Birmingham, the winner of the second £400. And a cheery glance added force to her words.

Little Molly, Mrs. Smith's twelve-year-old daughter, takes to herself much of the credit for the family's interest in Crosswords.

The Smiths have been regular readers of JOHN BULL for many years, but it was their young daughter who first attempted the solution of the crossword competitions.

The parents, appealed to for help, gradually became absorbed in this fascinating pastime, and for the past five weeks have entered solutions regularly.

Mrs. Smith told our representative that the money had arrived at a particularly opportune moment.

Owing to the general trade depression, the Smiths have been unable for



"The credit is hers"—Molly and her mother

many years to take a holiday, and their health has suffered in consequence.

One of the first things Mrs. Smith has promised her husband and the children is a fortnight's holiday at the sea.

The windfall will also enable her to realise a long-cherished desire to visit her home in Ireland.

The Smiths' home has always been a happy one, despite the troubles it has seen. Now, worry-free, it's the cosiest little place imaginable.

The Crossword Competition this week is on page 36—turn to it now and make your miserable life happy!

HUGE CLOTHING COMPANY Disclosures



The Polikoff factory. On the left a scene outside an entrance during a strike of employees in 1929

ON the corner of Well Street, Hackney, London, E., stands an imposing building which is entirely occupied by the firm of Polikoff, Limited.

There are six storeys, and over a thousand workers are employed, so that the general impression to a casual observer would be that a great and prosperous business is being carried on.

A great business is undoubtedly being conducted, but a feeling has for months been in the minds of some shareholders that all is not well.

Polikoff, Limited, came into existence in October, 1928, for the purpose of acquiring and developing the wholesale boot and clothing factory previously conducted by Alfred Polikoff at Hackney.

Mr. Alfred Polikoff is no small man in the clothing trade, and the impressive prospectus showed as chairman and director Sir G. Mills McKay, ex-Sheriff of the City of London.

It also included the names of several other prominent people.

The public was told that the value of the factories and plant taken over by Polikoff, Limited, was £217,000, while the net assets were worth £342,000.

Profitable trip

Romantic details of the firm's amazing growth were given, showing how the original output of a few odd suits and a few pairs of boots had steadily increased in capacity to 24,000 suits and 60,000 pairs of boots a month.

There was also a signed statement from Mr. Polikoff to the effect that a recent visit to the Continent had enabled him to secure a new £35,000 contract.

Profits for the first year were estimated at £50,000, and close upon £200,000 was immediately subscribed by investors in all parts of the land.

Mr. Polikoff, either directly or through concerns in which he was interested, received in cash and shares £161,000 as a purchase consideration. He was also appointed as managing

director for a period of ten years at £2,500 a year, together with a definite percentage of the profits.

It became apparent at the very first annual meeting that things were not nearly as promising as the prospectus had painted.

Growing restive

Numerous shareholders criticised the company's management in no uncertain voice, and a demand was finally made for the appointment of a shareholders' committee with the fullest powers of investigation.

Sir George McKay, however, who was in the chair, compromised by agreeing to meet a committee of three shareholders and, in the interests of all the shareholders, to give them any information they required.

That was in March last. Subsequent events are illuminating.

Audited accounts, due over nine months ago, and definitely promised at the meeting we have mentioned, are still unavailable.

All the original directors, except Polikoff, have resigned, while shareholders have naturally grown more and more restive at being kept so long in the dark.

Something should now emerge, though, from a report just issued by the committee of shareholders referred to, the chairman of which is Mr. A. E. Webster, of Webster and Co., incorporated accountants and auditors, of Cannon Street, London, E.C.

This document occupies six closely-printed foolscap pages, contains many severe criticisms, and specifically asks for an investigation by the Board of Trade.

It is clear that the prospectus through which £200,000 was obtained from the public was misleading.

The value of the assets, for instance, was inflated by something like £30,000 by Mr. Polikoff, who, although there is no suggestion of lack of bona-fides on his part, has since agreed to hand back £5,000 in cash and to surrender to the company £28,000 in shares.

Mr. Webster states that, although at

the outset he and his colleagues were promised full powers for obtaining any information desired, they found their efforts to elucidate various queries strenuously opposed.

The report further states that Sir George McKay, who was most courteous and helpful at the only meeting the shareholders have ever been able to obtain with their directors, was suddenly called upon to resign "under a rather drastic and unusual clause."

Since then all efforts to meet the directors or auditors to pursue the discussions have failed.

There are many other points raised in the report which call for explanation.

One is that large sums were paid to underwriters whose resources quite unfitted them for the large obligations taken.

Then there is the fact that £30,000 is accounted for under "preliminary expenses."

Shareholders are surely entitled to know what services were rendered for such large sums paid in this respect.

The report both emphasises and deplores the fact that the original promise that the committee would be afforded facilities to meet both auditors and directors has been broken.

Polikoff stated quite definitely in the prospectus that the company's plant

was fully up to date and required no improvement.

Yet the only accounts so far issued include an item of nearly £8,500 for "additions."

Sir George McKay agreed that these accounts were unsatisfactory, and that instead of making the promised profits the company had traded up to that time practically at a loss.

Speak, Polikoff!

In view of this, shareholders are naturally asking whether a dividend amounting to £13,447 that was paid was provided out of capital.

All the present directors of Polikoff, Limited—apart from Mr. Polikoff himself—have been appointed without the shareholders having any voice in the matter.

So, in view of the long overdue accounts and the many disquieting points we have mentioned, Polikoff and his fellow-directors ought to make some statement to the investors to clear the air.

It is not enough that they have issued a statement denying most of the allegations made in the shareholders' report.

They must be prepared at the next annual meeting of the company to give a full and satisfactory account of their administration.

Wrinkled brows

Meanwhile, Mr. Webster, supported by a number of shareholders, as required by law, has approached the Board of Trade, requesting that an inspector be appointed under section 135 of the Companies Act to investigate the concern's affairs.

In view of this, the continued reticence of Polikoff and his co-directors is all the more to be deplored.

They should realise that it is detrimental to the future interests of the company as well as to the interests of the troubled and anxious shareholders.

SORROW and FICTION

SOME little while back a concern called the Mitre Press, of Mitre Chambers, Mitre Street, London, E.C., was making what it chose to term "an attractive offer to young and unknown writers of short stories."

It might have been a little more candid and added the word "inexperienced" to "unknown," for the offer was not one to commend itself to anyone who knows anything about publishing.

The proposition was that authors should contribute a short story for inclusion in a volume of "Contemporary Short Stories," to be produced by the Mitre Press.

This volume would be priced at 7s. 6d., and each author whose work was included would be required to take forty copies at a reduced figure.

The Mitre Press, for its part, would undertake to distribute 250 copies to editors for review and 250 to public libraries throughout the world.

The Mitre Press found enough inexperienced writers to agree to its amazing proposition.

One woman, who paid £10 for the

privilege of seeing her work in print, grew restive when, after publication, she saw no signs of any reviews.

She tactfully approached several papers and discovered that many of them had no knowledge of the volume called "Contemporary Short Stories."

Similarly disappointing replies were forthcoming when she approached librarians, who had no record of complimentary copies having been received.

After much correspondence with the Mitre Press this authoress has drawn nothing but a sorry admission from her publishers that the proposition has been a failure.

This is undoubtedly true so far as the unfortunate authors are concerned, but the Mitre Press has at least obtained the cash from each of them for the forty copies that they agreed to take apiece.

The proprietors of the Mitre Press are the Mitre Literary Agency, who may possibly be out of pocket over the venture.

But budding authors should take note.

Ryders

THE SEED
SOWING SEASON

is late owing to the adverse weather. Gardening people, especially our old customers, are urged to order their seeds immediately so as to be ready for the good weather when it comes. Orders will be punctually and correctly executed.

The best seeds at popular prices. £1,000 in Prizes. A Silver Challenge Cup. The New Exhibition Hall.

Full particulars in our Catalogue, which will be sent Post Free to all who fill in the Coupon and post it in an unsealed envelope (3d. stamp) to RYDERS, ST. ALBANS.

RYDER & SON (1929), Ltd., ST. ALBANS.
Please send 1931 Seed Book post free.

Name

Address

John Bull.

No other enclosure must be placed in the envelope and nothing written but your name and address.

St. Albans

£650

Awarded in "John Bull's" Cross-word Competition, No. 105.

In the above Competition, solutions containing one error only were received from the following two competitors who share the £650 offered. To each of them, subject to the conditions of the contest, a cheque for £300 will be despatched:—

Miss M. Dixon, 38, Roberts Road, Anfield, Liverpool.

C. Wilks, 6, Hayfield Street, Ardwick, Manchester.

Solutions containing two errors each were received from 46 competitors, who share the Second Prize of £50, each receiving £1 1s. 6d., a list of which can be seen at the "John Bull" office.

In addition to the above cash awards, the two winners who share the £600 and each of the 46 winners who share £50 will receive shortly before Easter an extra award of an Aylesbury Duckling and fresh Green Peas.

A £1,000 X-Word appears on page 36.

Try your Skill Now!

GRAVES FASHIONABLE SPRING STYLES

EVERY lady should write at once for the Graves Display of Fashions which includes the newest ideas for the Wardrobe—Coats, Costumes, Frocks and Robes, for all occasions—designed and made in the best style, and offered at the lowest Bargain Prices and on Easy Monthly Payment Terms.

PATTERNS POST FREE.

We issue a complete range of Patterns. In your own interest you should write now, stating the style of garment you are interested in, and samples of the actual materials with simple self-measurement form will be sent you per return post.

FROM 5% MONTHLY

AMAZING value offered in Fur, Sports' Wear, Skirts, Jumpsuits, Underwear, and Hosiery, etc.; a so Maid's and Children's Wear at Bargain Prices on Deferred Payments. Send a small amount with order and the balance in monthly payments if entirely satisfied.

We have 20 years' experience for honourable trading.
J. & G. GRAVES LTD. SHEFFIELD

BARRY'S FAMOUS £5:5:0 SUIT for £2:2:0

Made to your special measurements

There are materials for every taste and every requirement in our wonderful new Spring ranges. Never before have such suitings been offered at such prices. 30 years' experience of tailoring by post is our reputation.

THE BARRY GUARANTEE

Wherever you live we guarantee you perfect fitting garments from our self-measurement chart. No expert tailor could measure you more accurately. In fact, our self-measure chart is so unfailing that we take all the risk. Cash refunded in full if you are not satisfied.

100% All Wool Indigo Dyed, Genuine Botany Yarn, Guaranteed London Shrink, **BLUE SERGE SUIT** Made to your special measures **50/-**

100% Guaranteed London Shrink, **ALL WOOL FLANNEL TROUSERS** TO MEASURE **12/9** Why pay more for ready made?

GUARANTEED ALL WOOL SCOTCH SPORTS SUIT Made to your measures for **55/-** Genuine Scottish Woollen Association Cloth for which as much as 6 Guineas and 7 Guineas are asked elsewhere

WRITE OR CALL These callings may be measured in our Showrooms.

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Please send without any obligation your new Spring patterns, self-measure chart and fashion book of latest London styles.

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Overseas Postage 3/6 Extra. Cash with order.



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The BARRY MILITAIRE A £4:4:0 FLEECE LINED ALL-WEATHER COAT IN LATEST PUTTY SHADE OR NAVY BLUE for 21/- POST PAID TO YOUR ADDRESS

The "MILITAIRE" is made in fine, reliable, super-spun Cloth, with storm-defiant "PARABAR" inter-proofing and elegant camel shade lining throughout. Absolutely impervious to rain, sleet or hail.

Cut with full, ample skirt, deep storm collar. No dressier coat or more sportsmanlike coat was ever produced. Ideal in all climates. Must not be confused with the imitation leather coat. The Militaire is quite, quite different, and equally dressy in dry weather as in wet weather.

Post us your remittance for 21/- for this ideal Coat, giving us your height and size round chest, over waistcoat. State whether Navy Blue or Putty Shade preferred.

S. A. BARRY & CO. LTD. (J.B. 26 CITY ROAD, LONDON, E.C.1.)

OUR ONLY ADDRESS. WE HAVE NO BRANCHES.

Also for Ladies SAME PRICE Lengths: (From top of Collar) 38, 40, 42, 44, 46 ins.



STOMACH TROUBLE



Mr. E. WRIGLEY, Moss Common, Drighlington, nr. Bradford, writes:

"I was suffering from Stomach trouble and tried all kinds of medicine till at last I found the finest and best cure of all in Vitadatio. After a few bottles I was as fit as the best man in the world, so I can recommend it as the greatest of all medicines."

If you are a sufferer—Get a bottle to-day.

Vitadatio

Invaluable for Stomach Troubles, Liver, Kidney and Internal Affections. Sold by Boots, Taylors', Timothy White's and most Chemists and Stores, 8/- and 4/- per bottle, or per post, 6d. extra. In Great Britain only. Special 21/- Bottles, containing 3 weeks' supply, for Export only, post free from: VITADATIO, No. 121, Arndale, Leeds. V.149.

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It stands comparison with any Ten-Guinea Cycle ever offered, in fact, as a Quality Production, it cannot be bettered at any price. Every component is absolutely the very best of its class. All the practical and technical experience of 40 years high-class engineering is concentrated in this superb machine which now represents the greatest achievement in frictionless road-travel.

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CATALOGUE POST FREE. Complete range of Single Speed Models, Light Roadsters, Road Racers, Three Speeds, etc. Keenest Prices, Easy Terms
J. & G. GRAVES LTD. SHEFFIELD.



Dunlop Magnum Saddle showing contact springs.

WE CONVICT TWO DANGEROUS ROGUES

A PLAUSIBLE rogue, who has been repeatedly exposed in these pages, and who has even had the impudence to launch proceedings against us for libel, has at last found his own level.

He was sentenced last week by Sir Ernest Wild, K.C., at the Old Bailey, in the name of Harry Wright, to eighteen months' hard labour for conspiring to obtain money from dupes in an employment with investment scheme called "Women's Social Services."

This venture, which was little more than a trading alias for Wright, obtained £3,700 from victims in a few weeks on the pretext of furnishing employment.

In September last, after enquiries which revealed the whole scheme as a wicked sham, Sir Wyndham Childs, the Chief of the JOHN BULL Investigation Department, wrote a page of scathing denunciation of Wright's duplicity, and urged the Public Prosecutor to act.

He did so, with commendable rapidity, and within a few days of the appearance of our article two police officers called upon us to collect our dossier relating to Wright's frauds.

Wright, as we revealed in our exposure of the "Women's Social Services" ramp, is really Henry Dunsford, the pioneer of employment frauds.

"My enemy"—Us.

He maintained his customary bold front to the last, and when sentenced had the audacity to make the following dramatic declaration:

"My schemes would have gone magnificently but for the intervention of my great enemy, JOHN BULL."

We have no doubt that they would have gone "magnificently" for Dunsford, and we have not the slightest objection to being considered the enemy of all who prey upon the public.

Looking back through our files, we take pride in noting the many occasions on which it has been our privilege

to warn our readers against this particular scoundrel.

He first came under our notice in 1923, when he was scheming to defraud ex-Service men in what he was pleased to call The Inter-Allied Disabled Soldiers' and Sailors' Match Industry.

After this attempt to exploit crippled war heroes had been denounced by us, Dunsford evolved a scheme known as the "Travellers' Clock Bureaux."

Compliments

The idea was to open shops in the neighbourhood of railway stations throughout the country, where tourists could meet friends, or leave messages, secure guides and book accommodation.

An attempt was made to interest ex-officers—Dunsford has ever had a greedy eye for "gratuities"—but while dupes were certainly found to part with money, the scheme failed.

Dunsford's bravado on one occasion prompted him to send us a New Year's card.

But before the New Year had advanced very far we found it necessary to criticise his activities in connection with his Disabled Soldiers' and Sailors' Workshops Association.

This moved him to demand us to apologise and withdraw our remarks, but we made it quite clear in a published paragraph that we had no intention of doing so.

His next move was to issue a writ against us, which we were only too glad to receive.

The case finally came to court; but Dunsford did not appear.

The result was that the Lord Chief Justice awarded judgment for JOHN BULL, with costs.

Dunsford was certainly wise not to come to court, for evidence would have been brought to light that might then have led him to the dock.

There is no space here to deal with

all his fraudulent schemes, but mention may be made of a few.

There was the Guild of Officers, in which the names of many highly placed people were misused.

It was supposed to function in an advisory capacity by guiding ex-officers who contemplated investing money in any proposition. Actually it served to introduce fresh dupes to Dunsford.

Then there was a Match Syndicate, in which numerous investors were caught.

Dunsford broke new ground once when he stood behind a young lady who was supposed to be seeking a partner in her dancing academy.

Saving the lady

He figured as a kindly friend who wouldn't mind drawing up an agreement for the instructress, who, of course, knew nothing of business.

The "academy" was a dingy basement, and we were just in time to expose this flat-catching trap.

It was just one more of Dunsford's schemes that would have gone "magnificently" but for the intervention of JOHN BULL.

Another rogue who was sentenced last week is Royal Alexander Raceford. He has gone to jail for twelve months for committing perjury.

Mention was made by a police officer that publicity in JOHN BULL had been instrumental in curbing Raceford's activities.

His real name is Abraham Schmidt, and he has dabbled in many dubious propositions in the name of Roy Rose.

Like Dunsford, he once demanded us to withdraw our remarks, but in



"Our firm stand is vindicated"
Sir Ernest Wild, who sentenced Wright

the same way he was politely, but firmly, told that we had no intention of doing any such thing.

Now, with the conviction of both these rogues, our firm stand is more than vindicated.

A Tale-Spinning Jenny

SHOPKEEPERS in fashionable districts should be on their guard against a gracious young woman of about twenty-five, with beautiful blue eyes, who is passing just now as Lady Noreen Plumbley Crowe.

She recently patronised a Chelsea establishment, and one day requested a favour.

Her father, she explained, was at present on a health tour in Australia, and, as his absence was likely to be prolonged, he had arranged for a large sum of money to be deposited at the bank for her use.

Unfortunately, the necessary transfer was not quite concluded, and Lady Noreen had run herself rather short of ready money.

The manager listened with sympathy to her story, and readily agreed to oblige his titled customer by cashing a cheque.

He was amazed when the cheque was subsequently dishonoured.

But enquiry soon disillusioned him. He found that his charming customer, for all her convincing talk of her titled friends, was a clever impostor.

The only consolation left to him was the discovery that he was not alone in his trouble, as numerous other traders had been similarly imposed upon by "Lady Noreen," who has even contrived to manoeuvre her way into certain exclusive society circles.

She has no connection whatever with any titled family of the name she so brazenly misuses, but was christened in the name of plain Jenny Chapman.



Judge Hargreaves:
"Disgraceful"

£50 to nothing on the Grand National-Lincoln Double to anyone introducing a friend.

With the commencement of the 1931 flat-race season, JOHN BULL believes it is opportune to give a few facts about these philanthropists.

One partner is Victor Oliver Davis, or Oliver Victor Davis, late of Mundy and Co., Sloane Street, S.W., a firm whose conduct Judge Hargreaves has described as "disgraceful."

The other partner is Charles Evans, late of George Morton, a firm we have dealt with before, now defunct.

WHERE WINNERS ARE LOSERS

WITH the approach of the 1931 Flat Race Season," reads a circular from F. Smallhead and Co., of Chandos House, Buckingham Gate, London, S.W., and Ship Street Chambers, Brighton, "we are desirous of opening new accounts."

It goes on to say that the firm would lay

Shortly after they took over the business of F. Smallhead and Co. things began to happen. Clients' telegrams placing bets—winning bets—began to get "lost."

They remained "lost," even though certified copies of the wires were produced from the Post Office.

"Losers weepers"

We have seen one of these lost wires. In one corner it is stamped with a rubber stamp showing that it represents a win of over-£30.

A sheaf of letters tells a sorry story of unsettled bets, ranging in amounts from £3 to nearly £100. Clients have apparently been more fortunate in placing the horses than in placing the bets.

In at least one case the wire placing a winning bet was "lost," but a telephone message, which the client says was never sent, placing a losing bet was "found."

"Finders keepers, losers weepers," is evidently the motto of this firm, whose "bona-fides" are beyond reproach," according to George Morton's valedictory circular, which then goes on to say: "You need have no uneasy feelings in regard to any winnings."

The firm of F. Smallhead and Co. used to advertise in the *Sporting Life*. When it was taken over by a Mr.

Hancock, since dead, and Evans that advertisement was continued.

In December last, however, the *Sporting Life* discontinued the advertisement "owing to the unsettled complaints."

Although notified that its advertisement will not be taken, the firm continues to quote the *Sporting Life* on the back of its cards.

Before the *Sporting Life* found cause to discontinue its advertisement the firm made a book on the King's Cup Air Race. This was an innovation, and as such the *Sporting Life* commented on the fact.

That comment, which was not intended as a guarantee of the genuineness of the firm for all time, is still being quoted, apparently to give the idea that it has the support of this reputable paper.

Lay off!

As long as a client places losing bets with this firm he will have no cause for complaints. His wires and telephone messages will have prompt attention and his settlements will be courteously accepted.

But if he strikes a "winning patch" that is a horse of an entirely different colour.

He is a wise man who profits by the experience of others. We strongly advise backers to leave F. Smallhead and Co. severely alone.

2/6 DOWN

HURRY

there are only
**15,000 "DOUBLE
TWO" Sets left!**

OUT of the 50,000 'Double Two' Wireless Sets recently set aside to meet the stupendous demand for the famous 'Double Two' for 2/6 down, only 15,000 sets now remain. The colossal response makes it imperative to act now if you wish to take advantage of this generous offer.

The wonderful 'Double Two' Set can still be installed in your home for a first payment of only 2/6 and your promise of ten further payments of 5/- each, but you must send your order before it is too late. If you wish you may have the set with complete equipment, consisting of Amplion Guinea Cone Loud Speaker, Fuller H.T. and G.B. Battery, 2 Fuller Accumulators, for only 5/- down and eleven further payments of 7/6.

If you live near
**LONDON, hear the
"Double Two" at:**

"Double Two" Showrooms

1, New Oxford St.,
W.C.1 [opposite
Museum Tube
Station] and at
199, Borough High
St., London Bridge,
S.E.1.

Utter simplicity and efficiency are the keynotes of this wonder set. **FOOL-PROOF** and perfect. Nothing to come loose. **NOTHING TO GO WRONG.**

What station do you want? National? Plug in there. You've got it—clear and beautiful. Regional? Plug in there. How clear that song! No "back stage" noises of any kind. No crackling or howling. Just the pure music—in gramophone volume.

Rome! Barcelona! Berlin! Hilversum! Vienna! They are all

at the beck and call of your 'Double Two.' No fiddling about with the gadgets and "fancy bits." Fix it once and it is fixed for good. Nothing under double—even treble—its price can give you the same results. New features exclusive to the 'Double Two' prevent it being copied, and modern methods of production alone make the astoundingly low price possible.

A FULL PAYMENT ORDER FORM

TO SPECIAL ORDER DEPARTMENT, ROOM J.6,
Messrs. Hustler, Simpson & Webb, Ltd.,
1, Newton Street, Holborn, London, W.C.2.

Please send me by return ready to use, carriage paid, with full instructions (illustrated) for fixing up:—

- (1) One Double Two Set complete with valves at 50/- (if equipment not required cross out item (2).)
OR
(2) One Double Two Set with additional accessories, consisting of Amplion Guinea Cone Loud Speaker, Fuller H.T. and G.B. Battery, and 2 Fuller Accumulators at 79/6 all in. For which I enclose in full payment.

I order under the conditions of your guarantee that the set and equipment will work perfectly in my home on arrival and bring in home and foreign stations as stated.

Name Date

Address

Nearest Railway Station

Remittances must be accompanied by this form. J.B., 28.3.31.

BRINGS THE FAMOUS 'DOUBLE TWO' TO YOUR FIRESIDE



**50/-
CASH**
or 2/6 Down
and Ten further
payments of 5/- each.

Great New Regional Station in the North.

Shortly the great new Northern Regional Station at Moorside Edge opens to add its contribution to the wealth of broadcast entertainment that is at the command of the 'Double Two' owner.

This great National event is being keenly anticipated by thousands of wireless enthusiasts throughout the country. Get your 'Double Two' to-day.

Read the magnificent praise from a few of the satisfied owners:

"It does everything you claim it will do. I get better reception on your 2-valve set with an indoor aerial than my father does with a 3-valve set with an outdoor aerial. Please send particulars to me of my friends, names and addresses enclosed."
—F. H. BLACKBURN, 86, Station Road, Finchley, N.W.2.

"Thank you for your prompt delivery of the 'Double Two' Set. We are more than pleased with the reception, which on occasions has been so powerful as to have been heard twenty yards from the house. Its infidelity superior to our former 4-valve set."
—Miss J. E. B. GOLDING, Haldenworth House, Haldenworth, Leicestershire.

"I have given it a thorough trial, and I am more than satisfied. It does all that you claim it to do."
—T. SPOORS, 1, Leland, Morden, Sunderland.

"May I express my entire satisfaction with the 'Double Two' Set? Its volume and tone is superb. I wish you every success with this great contribution to the Wireless World."
—A. J. FORD, 35, Magnolia Road, Chiswick, W.4.

You can order with the fullest confidence, because we give a definite guarantee with every set that on arrival it will work entirely to your satisfaction.

The unstinted praise of thousands of owners—the unanimous verdict of "Daily Mail," "The People," "Daily Herald," "News-Chronicle," "Daily Express," "Daily Sketch," and other papers can't be wrong.

SCRAP THOSE HEADPHONES

If you wish to experience to the full the joys of wireless, there is no need to hesitate any longer. If you decide to pay cash down, fill in Coupon A, and post with full remittance, without delay. Within a few hours YOU will be enjoying Radio at its best. Do not delay—send your order in NOW!

If you wish to take advantage of our system of simplified payments, fill in Coupon B. Act at once.

Every set is individually examined and tested by three experts before being "damage-proof" packed for dispatch.

DON'T DELAY, POST ONE OF THESE COUPONS NOW.

B INSTALMENT ENQUIRY FORM

(Posting this enquiry form places you under no obligation.)

TO ENQUIRY DEPARTMENT, ROOM J.6,
Messrs. Hustler, Simpson & Webb, Ltd.,
1, Newton Street, Holborn, London, W.C.2.

Please send me, free and post free, and without obligation, your coloured illustrated folder, and also full particulars of how I may obtain—

- (1) A Double Two Set on the first payment of 2/6 and ten further payments of 5/- each.
(2) A Double Two Set with complete accessories consisting of Amplion Guinea Cone Loud Speaker, Fuller H.T. and G.B. Battery and 2 Fuller Accumulators, for a first payment of 5/- and eleven further payments of 7/6 each.

Name (If equipment not required cross out item (2).)

Address

J.B., 28.3.31.

£1,000 GUARANTEE

The above testimonials are typical of the thousands we have received, the originals of which can be seen at our office. We have deposited a cheque for £1,000 with our Bankers, Barclay Bank, Ltd., Branch, London, S.E.1, which will be paid to anyone who can prove the fact that each of the testimonials is entirely untrue, false and not paid for in any shape or form.

Double Two Set with complete accessories.

AMPLION

Guinea Cone Loud Speaker

FULLER

Sparta H.T. & G.B. Battery

2 FULLER

Sparta Accumulators

ALL IN 79/6



Or 5/- down
and 11 further
payments of
7/6 each



SCRAP

THE R100!

by E. ROFFE
THOMPSON

"Scrap it and put it beyond the reach of any more experimenters with the lives of brave men"

IF the Labour Government had nothing else to its credit, it would deserve a good mark for having cut down its predecessor's airship programme.

It did, at any rate, insist on having only two of these gaseous monstrosities instead of six, and on stopping what Mr. Tom Johnston described in the House of Commons as "one of the biggest ramps on record."

The R101 has gone, the latest victim to be added to the appalling roll of airship tragedies.

The R100 lies rusting in its shed, a monument to futile optimism and an embarrassing possession for a Government that, even if it was minded, has no money to spend on airships.

Luck

Its proper place is the scrapheap, before some ambitious politician is seized with megalomania and decides that the time has come to risk another disaster.

I know that the R100 flew to Canada—just. I know that it flew home again, much to the relief of everyone concerned. I know also that the Graf Zeppelin has flown round the world.

What I don't know is what these achievements are supposed to prove.

I have yet to hear it suggested that airship transport is within miles of being a commercially economic proposition.

Useless in war and monstrously dangerous in peace, as their history has proved, what justification can be urged for any course other than dropping once and for all these nonsensical motor-gasbags? Their whole tale is one of disaster and death.

Germany, before the war, lost eight Zeppelins between 1907 and 1914. During the war she lost five in one night during a storm.

Fearful toll

We ourselves lost two airships before the war, happily without sacrifice of life; and that is only the beginning of the story.

America lost one in 1908, and in 1919 she lost three—with the sacrifice of eleven lives and 100 people injured.

She lost another in 1921, and in the following year the *Rona*, which had just been taken over from Italy, blew up and killed thirty-four people.

She lost two more in 1923 and 1924, and in the following year the famous *Shenandoah* was destroyed in a storm and killed fourteen people.

At the present time America is busily

building two more. We are evidently not the only foolish nation on earth.

Every country that has gambled with airships has lost heavily. France lost her first in 1909. In 1923 the *Dismude* disappeared in a storm off the coast of Sicily with the loss of fifty-four lives.

Italy lost the *City of Milan*, which blew up in 1914. Another one blew up in 1922, and in 1924 the giant *Italia* crashed to ruin on the Arctic ice.

Japan and Russia have added their quota, and since the war we have carried on the tale. The R101 was only the last of a long list.

In 1919 nine men were killed when a British airship was struck by lightning; the R34 was wrecked in a gale after having flown to America and back; and in the same year the R38 broke up over the Humber and killed forty-four of her crew.

In face of all this, of what use are airships?

Costing many hundreds of thousands of pounds to construct, their effective air-life in active service cannot be reckoned at more than two years—even if they escape disaster.

It has been estimated that every flying hour of an airship has cost this country £10,000. It is a fact that from

1915 to 1919 these unreliable monsters ate up £40,000,000.

I have never met anyone able to tell me the smallest benefit we got in return for that colossal expenditure.

When we come to look into the commercial possibilities of the airship, any ordinary man gasps at the levity that has been displayed by prominent people in talking of them.

The late Lord Thomson confidently predicted that airships in the near future would "take a pay load as heavy as that of an ordinary train across lofty mountain-ranges."

It is worth noting, in view of that, that when the R100 limped across the Atlantic to Canada she carried neither cargo, mail, nor paying passengers—and arrived at Montreal with less than sufficient fuel for six hours' flying.

There was a reason. The reason was that a monster such as Lord Thomson pictured would require a lifting-power that would involve 30,000,000 cubic feet capacity in the airship.

Such an airship would require a shed as big as a mountain and mooring-masts that would cost nearly £200,000 to erect.

The plain fact is that we are not within sight of an airship that can

carry cargo at all, much less one that can carry it on a commercial basis.

Millions of public money—that is a literal and not a fanciful figure—have been thrown away on these futile "experiments," as the Air Ministry grandiloquently calls them, and we have nothing to show for it except a long story of tragedy, disaster and financial loss.

I think the time has come to call a very definite halt.

"Anyone can make a mistake once. Only a fool makes the same mistake twice"—I think it was Henry Ford who said that.

Learnt lesson

What is one to say of men who make the same mistake, not twice, but a dozen or more times, and who spend millions of our money in making it?

Look back for a moment at the terrible list of airship disasters that I have given—and what is the point that sticks out a mile?

Isn't it that practically all these airships were destroyed by storms, that the one thing the airship cannot reckon on is its ability to meet and counter bad weather conditions?

Again I ask, of what use are airships in face of this?

Some time ago France and Italy, having learned their lesson, decided to build no more airships.

I think it is time we, too, gave up confidence in them after the experience of thirty years has failed to prove them either safe or remotely commercial, and has produced nothing but an atrocious toll of martyrdom.

Now that it is too late to recall heroic men from the grave, a lot of questions have been asked, and will be answered when the report of the Court of Enquiry into the R101 disaster is published in a few days' time.

But the one question that was not asked, and will probably not be touched on, is the all-important one, "When will this gargantuan folly cease?"

Dear hobby

I have tried to show why it should cease now. Let us end it. Let us scrap the R100—and if we gave the proceeds of its scrapping to the widows and children of the men who perished in the R101 we should be doing no less than justice.

Let us close down Howden and shut up Cardington. And let us find for the 450 skilled engineers who are doing repair work there for the R.A.F. decent jobs on the civil strength.

I am told that if it were not for the embarrassing existence of the R100 it would not take the Government long to decide that airship-building was as foolish a hobby as it is expensive.

There is an easy remedy to end its embarrassment—to scrap it, and put it beyond the reach of any more experimenters with the lives of brave men.

THE HUMAN MACHINE

Do Your Damnedest!

SOMEONE asked that famous golfer, Charles Whitcombe, the other day how he managed to produce perfect shots not sometimes, but all the time and every time. "The only reason I can think of," he said, "is that whatever I am doing I always do my damnedest. Whether I work, or whether I play, whether I am doing something for myself or something for somebody else, I just do it as hard as I know how. And I guess that's the real secret of success in most things."

After all, it's a very ancient piece of advice. "Whatsoever thy hand findeth to do, do it with thy might," says the Bible.

"Doing your damnedest" really means nothing more than concentrating on what you are doing—admittedly one of the most difficult things in the world. Yet it can be done.

Miss Joyce Wethered, another famous golfer, was once playing an important match against Miss Glenna Collett, the American champion. There came a critical point when, as Miss Wethered was playing a delicate shot, an express train thundered by not far away.

After the ball had sped straight to its mark, Miss Collett said: "I hope that train didn't disturb you?" "What train?" asked Miss Wethered. She had never heard it. She had been doing her damnedest. Her whole mind and attention had been given to the job in hand.

In work or in play there is no other road to success. If a thing is worth doing at all, it is worth doing, not only well, but to the very limit of your ability. To do your damnedest is not so much a duty you owe to others as a duty you owe to yourself.

People who get on are always people who refuse to do anything less than their best. They are people with backbone—people who have always refused to put a wishbone in the place where their backbone should be.

A JUNO-PRINCE BICYCLE

free Delivered at once for coupons from only 50 packets of PRIVATE SEAL CIGARETTES

Followed by 12 monthly instalments of coupons from only 30 packets of 20

Sensational coupon development — gifts on the Private Seal instalment plan



Here at last is the long awaited plan which brings a JUNO-PRINCE Bicycle within the reach of everyone! Moustafa Ltd., the proprietors of Private Seal Cigarettes, have made special arrangements with the manufacturers of this famous bicycle to have ten thousand machines ready for delivery. There are no irritating restrictions, no complicated legal forms to deal with. To get immediate delivery of the bicycle you simply sign the form of application below and send it with a deposit of 294 coupons (6 free ones being credited you) or, if you prefer, 7/6 in cash, and in all approved cases an ordinary, straightforward Hire Purchase Agreement is sent for your signature providing for 12 equal monthly instalments of 175 coupons each. That means 30 packets of 20 a month, because there are 6 coupons in every packet of 20 Private Seal Cigarettes. Never were better cigarettes offered to the public and never such gifts, and now you can have the benefit of the finest gift of all whilst you are collecting the coupons. Fill in the application form now and get your bicycle in time for Easter.

SPECIFICATION OF THE JUNO-PRINCE ALL-BRITISH BICYCLE

Gent's Standard Model. FRAME built with Reynolds weldless steel tubing. Sizes: 20 ins., 22 ins., 24 ins., 26 ins. WHEELS—Best British make, Westwood type rims, 26 ins. by 1½ ins. Non-rusting spokes. HUBS—Best British. HANDLEBARS—Phillips, with two outside roller lever brakes. CHAIN WHEEL and CRANKS—Best

British steel especially toughened. FREE-WHEEL—Best British ball-bearing frictionless. PEDALS—Phillips rubber. MUDGUARDS—Dome pattern with front extension, plated, fastenings specially stayed and strengthened. SADDLE—Best quality British made, three-coil springs. CHAIN—Coventry or Brampton. TYRES—'Kempshall' made by Dunlop. FINISH—One coat rust-proof preparation, three coats best black enamel. Beautifully hand-polished, lined in gold and green. All bright parts heavily nickel plated. ALL-BRITISH ACCESSORIES—Complete with Lamp, Bell, Pump and Clips, Tool Bag and Tools, Rear Reflector. Delivered Free for 2,350 Coupons down or deposit of 300 Coupons (or 7/6 cash) and 12 equal monthly instalments of 175 coupons each.

Semi-Sports Model. Similar to above in all respects with the exception that the machine is built with a sloping top tube and equipped with 4-wire racing-type saddle. Handlebars are of the North Road upturned type. Rat-trap pedals. Terms as above.

Boy's Model. Exact as Standard Model with smaller frame. Terms as above.

Ladies' Model. Specification as Gent's Standard Model with addition of Chain Cover and Skirt Guard. Delivered free for 2,400 Coupons down or deposit of 300 Coupons (or 7/6 cash) and 12 equal monthly instalments of 175 Coupons each.

Girl's Model. As above with smaller frame. Terms as Ladies Model.

HOW TO ASCERTAIN SIZE OF CYCLE TO SUIT YOU. Height of Frame is usually governed by height of rider, and to help you choose your size the following details are given: GENTS' CYCLES. Riders under 5 ft. 4 ins. require 22 inch frame. Riders from 5 ft. 4 ins. to 5 ft. 9 ins. require 24 inch frame. Riders 5 ft. 10 ins. and over require 26 inch frame. LADIES' CYCLES. Riders under 5 ft. 2 ins. require 22 inch frame. Riders from 5 ft. 2 ins. to 5 ft. 8 ins. require 24 inch frame. For Boys' and Girls' Cycles simply give the age.

BUY PRIVATE SEAL To-day

10 for 6d. 20 for 1/- Plain or Cork-tipped

6 COUPONS IN EVERY PACKET OF 20 · 3 COUPONS IN EVERY PACKET OF 10

I enclose 294 coupons for 7/6 cash

Size of Frame.....

Hire Purchase Agreement for my signature. I agree to abide by the terms of this advertisement

Name (MR., MRS., MISS).....

Address.....

Date.....

Post coupons by registered post for 2d 10. One

* Cross out one of these.

MOUSTAFA LTD.

17-19 FINSBURY STREET

LONDON, E.C.2

J.B. 38/31

APPLICATION FORM

SIX COUPONS FREE

This Application Form counts for 6 coupons toward your cycle

and on approval of my application I request you to forward me a form of

Post coupons by registered post for 2d 10. One

Without Fear or Favour



CRUEL RAMPS on the UNEMPLOYED

THE way of the job-seeker, as readers of JOHN BULL are well aware, is beset with pitfalls. We are constantly exposing rogues who deliberately prey upon the unemployed.

But the unemployed man is a prey to others besides the out-and-out rogue. He has to face the most preposterous difficulties while genuinely seeking work.

Some of these difficulties may be unavoidable, but this cannot be said of the majority, and we here propose to pass censure upon more than one practice adopted by certain employers.

Let us cite the experience of a Bradford reader to show the kind of thing we have in mind. He is a married man, with three children to support, who has suffered a long period of unemployment.

Dashed hopes

EVERY copper he can spare from his very scanty means goes on stationery and stamps in replying to any advertisement that offers the slightest suggestion of hope.

He tells us sadly that he has written this year to over a hundred firms; that he has had only fifteen replies, some of which have been cruelly disappointing.

One advertisement, for instance, definitely called for a salesman, offering a salary of £4 a week, plus commission and a promise of great opportunities.

His hopes rose when he received a letter granting him an interview at which the proposition was to be "fully explained."

Imagine his grief when he learnt at this interview that the only post offered carried no salary; it was on a commission basis, and without even an allowance for expenses.

Any unemployed man will tell you how often this sort of thing occurs. A good many firms advertise in this way, and do not seem to think there is anything dishonest about it.

Yet what could be more callous than to raise the hopes of starving men with offers that are not fulfilled?

There are other advertisements which are not so flagrantly misleading in themselves, but which refrain from stating that their offer carries commission only and no salary.

Afraid to tell

WHY cannot firms be honest on this point and set forth the actual terms in their advertisements?

The answer is that if it were known that they were offering no salary, the response would be negligible.

As it is, work-hungry men who have come some distance in reply to a tempting advertisement will sometimes accept the less inviting offer in sheer desperation.

There is a more sinister aspect: an unscrupulous firm will exploit the ground with men who never get paid, and then send in its teams of highly paid hot-gospellers to whip off the cream.

Often it is a kind of visionless cruelty; sometimes it is a deliberate fraud, not punishable in law, but worse than the criminal offence of robbing the blind man's tin.

But let us get on with our cases: An important company advertised for two smart men. The announcement had an encouraging note, since it said that experience

was not essential.

Twenty hopeful men were granted interviews and found that the offer was simply that of a month's trial as salesmen. Again no wages were offered, nor was anything said about expenses.

A moving document is before us in the form of a letter from a world-travelled man of considerable education and attainments, whose experiences while seeking employment make grim reading.

"I have applied for hundreds of jobs," he writes, "and I have actually been engaged by dozens of employers — temporarily."

In his extremity he has actually tried jobs which carried commission only, and his simple comment is full of eloquence. It is: "The least said about this, the better!"

One day he answered an ad-

vertisement calling for "a well-spoken young gentleman." The terms were vague and the advertiser cloaked his identity under a box number.

Still, our reader decided to risk a stamp, and learnt that the "well-spoken" gentleman was required to sell chocolates from door to door; that it was a further case of "commission only"; but the "prospects" were excellent.

He was hungry and desperate, so he tried it. He was hungrier still by the time he had finished his first day's round and realised that the meagre returns would scarcely repay him for the shoe-leather he was wearing out in his effort to compete with all the established confectioners in the district.

Fees, too!

THERE are also cases where applicants are led to believe that a job awaits them on condition that they agree to undergo a course of three or four weeks' "specialised training" in salesmanship.

Many ambitious job-seekers have paid fees for such training to find that the post was a commission only one.

A case is before us of a man who jumped at an offered "salary" of £6 6s. weekly, and set out as a salesman full of high hopes.

But at the end of the first week he was told that there was nothing for him as his commission did not reach the £6 6s., and the firm only paid the stipulated salary if and when it had been "earned on a commission basis."

The terms were so preposterously low that the odds were heavily against this man ever earning £6 6s.

An advertisement calling for a salesman at £4 a week, plus commission, attracted one young man, who travelled 130 miles in his eagerness to secure the post.

He was received by the staff manager, who told him that it would be necessary for him to spend a month in the firm's factory before taking to the road.

His first disappointment came on finding that his salary for this probationary period would be only 38s. a week; and another blow fell at the month's end, when he was told to "carry on." The cost of living in a strange town more than equalled his small wages.

Actually, he was kept working in the factory in this way for three months before he realised, with several other prospective "salesmen," that the chance of being promoted to a job on the advertised terms was utterly remote.

There were, in fact, two hundred unemployed men in the district where this factory was located.

Do be human!

SOME further idea of the difficulties encountered by job-seekers is afforded by the experience of a Middlesex man who determined to use all means to secure employment.

He answered nearly twenty advertisements and interviewed a dozen prospective employers; he made repeated visits to the employment exchange, and tramped many a weary mile.

But the best offer he obtained was one of the envelope-addressing class—and the work lasted only four days.

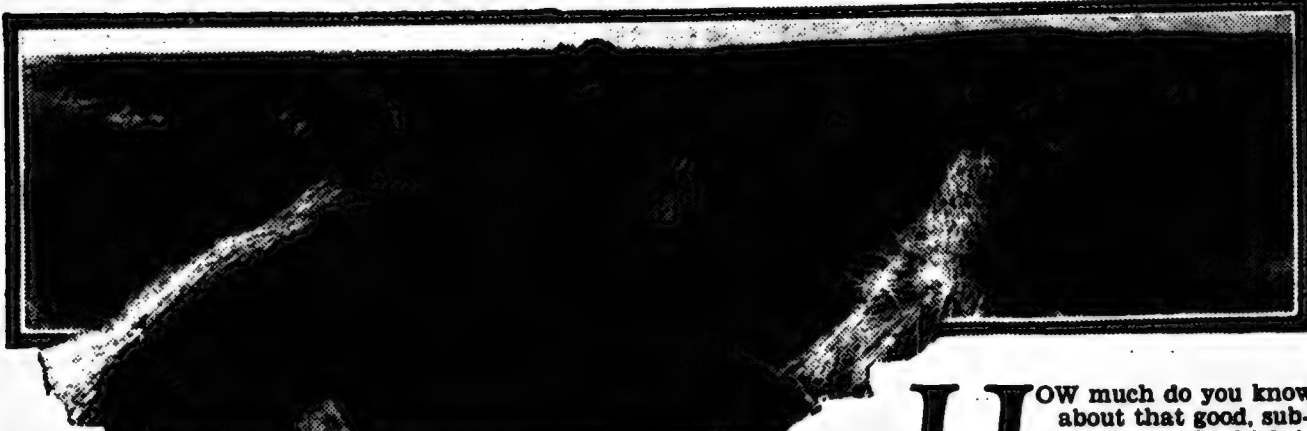
Those employers who have only questionable vacancies to offer cannot be expected to advertise frankly; but there are others who can save workless men trouble, expense and heart-breaking disappointment if they will only be more explicit in setting forth their requirements.

If they will not show this consideration for their less fortunate fellows, perhaps advertising managers will bring pressure to bear upon the users of their columns to ensure that "vacant situations" are properly described.



HE BLOWS BUBBLES—"What could be more callous than to raise the hopes of starving men...?"

Smiling fields of wheat in Canada—the great mechanical harvester cuts and threshes in the same operation 28,000 bushels a day



So on to the mill, where the flour is bagged for distribution to the bakers

America's most up-to-date grain-elevator at Baltimore: capacity five million bushels

In the bowels of the elevator: the grain passes through huge spouts on to belt conveyors

HOW much do you know about that good, substantial loaf which is the principal item at every meal on the table of the bigger millions?

For it is mystery to the average person, even though it is to him or her the very staff of life, garnished sometimes by potted meat or jam, by margarine or butter.

To the many it is a stark necessity; to a few—when it is in the form of the wheat which makes the loaf—it is a huge financial gamble, compared with which the Stock Exchange is a quiet tea-party.

While you read this, wheat is being sown over countless miles of fertile prairie-land in the United States and Canada, and in some of the European countries.

This is the spring wheat, which is sown in March, April and May, and harvested in the autumn.

Winter wheat is sown in September or October, and in the early summer.

But the various climates, and the fact that in the southern hemisphere the seasons are reversed, means that there is a harvest somewhere during ten months of the year.

In Great Britain, we do not produce anything like enough wheat to supply ourselves with the bread we need. Britain, in fact, imports more overseas wheat than any other country.

Where does the grain come from which is in your daily loaf?

It comes mainly from Canada, the United States, Argentina and Australia. There is some from

India, and from a few European countries, and a small proportion is home-grown. Russia, once the great granary of the world, is coming into the market again.

Canada has become one of the world's greatest grain-supplying areas. The immense north-western provinces of Manitoba, Saskatchewan and Alberta have been steadily expanding the area under wheat-cultivation during the last fifty years.

Then there are the immense wheat-producing territories of the United States. Every year, at harvest-time, tens of thousands of men leave the cities and make for the north-west.

Australia usually has a good surplus of wheat for export. She is gradually conquering the menace of drought by opening new areas by a practice which is known as "dry farming."

Monster silos

Argentina is another great wheat-exporting country. Towering grain-elevators flank the quaysides of Buenos Ayres and other Argentine ports.

Once the grain is harvested, it is transported by railway to the granaries, where it must await shipment.

The granaries are huge, towering structures of concrete, brick or steel, called elevators or silos.

Elevators may be seen at central points for the collection of grain. The farmer's product is stored in these while awaiting despatch.

You will also see them at rail termini and at the quayside of ports where grain is despatched or received; and they form also a part of the big modern flour-mill.

These elevators are fireproof. Some absorb grain by a pneumatic process, and, while the grain is sucked up into the bins, it is also automatically cleaned.

Then, by sea or rail, the wheat

A giant Lyons bakery; mass production with a vengeance



Huge, towering structures suck in the grain

The Great BREAD GAMBLE

travels until it reaches the flour-mill. Here it provides the basis for another great industry.

The miller's job

Milling nowadays is a highly technical process. The greatest advance was marked by the substitution of iron rollers for mill-stones.

Now, a flour-mill is a factory as highly mechanised and as complex as in any other major industry.

Specialists and engineers study the working and the improvement of milling machinery: purifiers, scourers, dust-collectors, sifters—and the rolling-mill itself.

Thousands of workers are engaged in the various technical processes.

And still the wheat passes on—from field to railway goods-wagon and to ship; from railway or docks to mill; and then to the bakery.

In baking we may still see, within a few miles' radius, various stages of its development.

There are small bakeries where methods have not differed much in the last hundred years, except as regards compliance with hygienic and sanitary requirements.

There are immense bread-factories where thousands of loaves per day are produced. Here, the mixing of the dough, the baking and the wrapping and labelling is all done by machines—the loaf, when it issues forth, has not been touched by human hands.

Such is the journey the wheat makes before it finds your table.

But this journey is not made without agitation, and sometimes disaster.

For a thousand frenzied men in the Chicago grain exchange—com-

monly called the Wheat Pit—may be screaming themselves hoarse over the cargoes of grain among which is the wheat destined to feed you and your family.

Grain-dealing is carried on at the various markets, of which the Liverpool Corn Exchange is the principal.

The Liverpool Exchange does not deal only with wheat which is to be imported to this country, but it is a veritable world-market.

The Liverpool Exchange is the only "futures" market in Europe. The "futures" market is the speculative market. But speculation on the Liverpool Exchange is limited by the rules, which call for a day-to-day settlement and payment of margins.

It is on the American exchanges that boundless speculation is possible; and many meteoric and dramatic careers have crashed through an attempt to "corner" the wheat market.

Merchants and millers make use of the "futures" market to "hedge" on various deals—just as a punter will try to secure himself against loss by balancing one wager against another.

Often, in "futures" trading, neither the buyer nor seller expects ever to handle the amount of wheat involved.

"On the spot"

But, as we have seen, "futures" buying may either be a purely speculative process, indulged in by brokers, or it may be legitimately employed by millers and merchants to protect themselves against unexpected variations in price.

Besides "futures," or speculative, trading, there is also a good deal of actual buying and selling of wheat on "C.I.F." terms.

This means the trading in wheat

At last the cottage loaf itself—the housewife takes in the bread from the

which is not actually in storage in Liverpool, or in ships at the docks, but which is available within a reasonable time.

Very often "C.I.F." transactions concern wheat which is already at sea; for often a cargo of wheat will be shipped "for orders"—that is, it is still unsold.

"C.I.F." stands for "costs, insurance, freights"—three items which are always included in these transactions.

And, lastly, there is the "spot market" where trading takes place in wheat which is actually "on the spot."

In London, there are two markets—the Baltic Exchange, which is a "C.I.F." market, and Mark Lane, a spot market.

A general upset

The grading of wheat is a very important function. It is performed in the Liverpool Exchange by a committee of fifteen experts.

All wheat which is to be graded is submitted to the judgment of five members of this committee, called together by the secretary of the Liverpool Corn Trade Association.

Unless their decision is endorsed by a four to one vote, the question is referred to the entire committee of fifteen.

Just now there is agitation and apprehension in the wheat-markets of the world.

In Chicago, Winnipeg, Liverpool, Antwerp, Buenos Ayres—wherever wheat is the object of trading or speculation—there is uncertainty and tension.

For the world wheat-market is in turmoil, owing to the tremendous drop in wheat prices. And in most wheat-exporting countries the farmers are in the throes of a crisis.

The trouble is that too much wheat has been produced. After all, the desire for bread does not expand with production.

In fact, in the most prosperous countries, the consumption per head of bread is less than in the middle-prosperous ones, for, where the people have more money to spend, they buy eggs and fish and meat in greater quantities and less bread.

Hampering surplus

In the least prosperous countries, again, there is less wheat consumed, for wheat is a dear cereal; comparatively; and so they eat rye-bread, or bread made of wheat mixed with other material.

In the last thirty years the world-production of wheat has increased by 50 per cent. Intensity has increased as well as the actual area cultivated; seven acres will now grow as much as eight acres would twenty-five years ago.

So every exporting country is trying to capture new markets, to rid itself of its surplus; and here comes the clash between various lands—aggravated, in some cases, by a tariff war—which may even become a potent factor in stress-

ing those international discords which lead to warfare.

The farmers are trying to recover. They have been producing too much—yet, when it comes to wheat, you never know.

Suppose the Canadian farmers give up a measure of wheat-cultivation and go in more for mixed farming? The Canadian Government has offered to assist some of them to do this.

Plagues and rust

Yet, directly after Canadian farmers have reduced their wheat sowing, there might be a drought in Australia, a plague of locusts in Argentina; an epidemic of black rust or red rust in the Middle West of America—and they would not be ready to supply the deficiency.

It is the great uncertainty of harvests which makes farmers cling to their wheat-growing.

The Canadian wheat-growers have their Wheat Pool, to control the market or deal direct with the miller. The Australians also have an organisation to which over half the wheat-farmers belong.

In the United States, the Farm Board endeavours to affect the vagaries of the market favourably to farmers. Yet the problem is not solved.

American farmers have even been known to burn crops to keep up prices; and often cattle have been turned into the wheat-fields to eat up grain which it was not profitable to sell for human consumption.

Wanted: a world plan

Obviously, the problem is an international one. No one country will consent to restrictions which are not imposed upon all.

Here, it would seem, is a worthy task for the League of Nations.

A start has been made with the conference just held in Paris to discuss means of disposing of grain surplus in Eastern and Central Europe. This is the first of several conferences.

But no agreement will be reached unless it takes in all wheat-exporting countries, including Russia.

With her new giant factory farms, the Soviet Union is becoming an important factor in the world's wheat market.

If she can produce wheat more cheaply, because of giant, State-owned farms and cheap transport on a State-owned railway, the parrot-cry of "dumping" is not an adequate means of dealing with the problem.

Russia, under the Tsar, sold far more wheat to England than she has done under the Soviets.

Farmers are suffering, and there is a glut of grain. Yet, in some countries, the people must eat inferior bread because they cannot afford good wheaten bread.

Cannot the farmers, the millers, the bread-consumers of the world come together, through their representatives, and achieve a solution which will help all?





If you smoke from habit the following won't interest you, but if you are one of those discriminating men who know a good smoke, drop into your tobacconist to-night and buy a packet of Manikins.

Manikins break habits—they're too good to let you forget you have one alight.

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"The entire township turned out to meet us..."

I FIRST knocked into Keruan in Damascus. I had successfully lost myself in the labyrinth of the bazars, and was anxious to learn which way led to the Street Called Straight.

Looking about me hopefully, I saw Keruan almost at my elbow, coming out under an archway which communicated with a courtyard belonging to an ancient khân.

A group of peculiarly useful-looking Bedouin clustered in the patchy shadows under the arch, and my impression was that Keruan had been talking to one of them.

His well-cut Palm Beach outfit and almond-brown Stetson were unmistakable. I remembered having seen him in the hotel, although at this time I didn't know his name.

I may add that I doubt if I know it now. He also remembered having seen me, or said so; and as his car, a big Cadillac, was standing by with chauffeur, not fifty yards away, he offered to drive me back.

Keruan—which he said was his name—was one of the handsomest men I have ever known; dark, aquiline, and with the figure of a Greek athlete.

I found it hard to guess his nationality; but he spoke cultured English and would have passed muster in any society.

I met him next in Baalbek. I had arranged to join the train there for Aleppo, but on the night before my departure he walked into the little hotel and greeted me with flattering enthusiasm.

The proprietor, an American-trained Syrian, showed him deference which bordered on servility. This, however,

may have been due to the presence of the big Cadillac.

"Really, my friend," said Keruan, as we sat over cocktails, "it seems fated that we should be thrown together. Therefore, as one bows to fate, why not drive with me to Aleppo in the morning?"

I objected that I had bought my rail ticket.

"They will refund it. It is simple. My man shall see to it now. Come with me through the loveliest wild garden in the world. We can reach Aleppo by dusk, and you will carry away one memory of Syria which nothing can ever efface..."

It is unfortunate that the things which really happen should lack beginning and end. In this they fall short of the story-writer's ideal.

KERUAN, I have endeavoured to indicate, was a man of personality and charm. But I don't know where he came from and I don't know where he went to after. But you shall see.

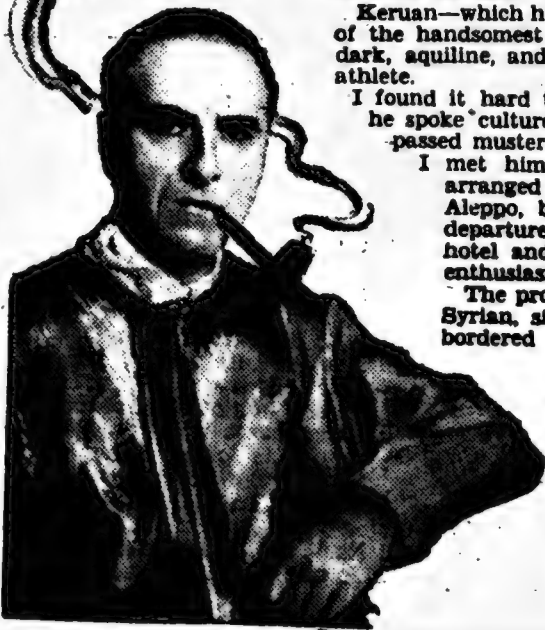
The road to Aleppo—not the railroad, but the route which Keruan followed—is an artist's saturnalia; a final retort to the ultra-modern traveller's querulous "Where is the colour? What has become of romance?"

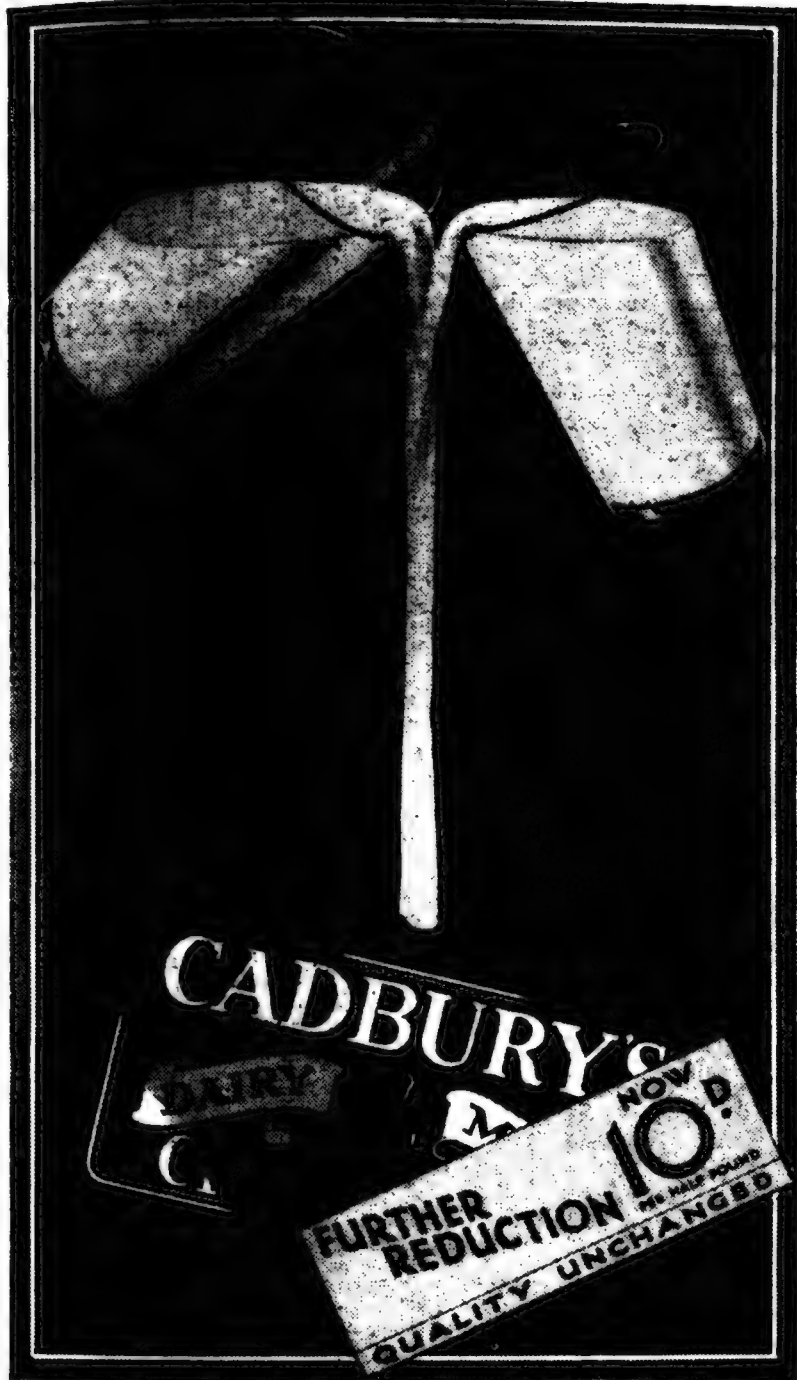
He had sent his man back to Damascus, and the pair of us set out alone. The Cadillac forded streams and climbed goat-tracks through the hills.

We crossed one stretch of country
(Continued on page 24)

—by
SAX ROHMER,

who vouches for the truth of this story. The Author became famous in 1913, when he wrote his first tales of Dr. Fu Manchu. When he is not travelling, Sax Rohmer lives at Funchal, Madeira. Now he is floating a company called Fu Manchu, Ltd., to promote the already huge sale of his mystery stories.





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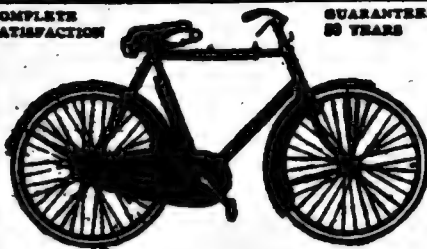
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J.B. 28-3-31.....P.P. 221

Mystery Master's Role in Real Life Drama

"ONE SYRIAN NIGHT"—Continued from page 22



WHY? "MAKE-UP"

Clowns "make-up" with grease paint and powder because they need to—to make themselves funnier. Similarly ordinary cheap tobaccos are "made-up" with scent and perfume to disguise the tang and bite of their harsh, crude leaf.

RUBICON MIXTURE, though, is an absolutely "straight" Tobacco. Made from sound, healthy leaf, it is guaranteed free from artificial scent or flavouring of any kind. Its clean, wholesome smell and rich, nutty flavour are wholly and entirely natural.

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which was drenched with poppies so closely growing as to resemble purple velvet in the distance. I saw acres of wild flowers extending from our tyres to the slopes of far-off, snow-crowned mountains.

Here, I thought, sprang that first inspiration which had led to the magical looming of Eastern carpet-weavers. Shepherds who had stepped straight out of Biblical history turned from their flocks to watch our passing.

Arab horsemen appeared suddenly over crests, and seemed to pose against the darkening sky as if to say, "Look! armed to the teeth, fierce-eyed, gallily robed and perfectly mounted—we still exist!"

WE were thirty miles south of Aleppo when the engine began to jib. And dusk was falling rapidly. The trouble was so simple as to be maddening—a matter of petrol.

Keruan thought his man had loaded up; evidently the man had thought the same of Keruan. Net result: we hadn't enough gas in the tank to get us to Aleppo, and we hadn't a spare tin on board.

Keruan shrugged his shoulders, and stared towards a small town or important village whose buildings stood out unreally against a darkening sky, so as to resemble pantomime scenery.

"Then he studied the map, and—
"Sherak al Numa," he presently announced, pointing to the distant buildings. "I fear, my friend, that at this Sherak al Numa we must spend the night."

"It is unlikely that we shall find a supply of petrol there. Even so, we should have to wait for the moon. I am so sorry..."

Our arrival at the gate of Sherak al Numa aroused tremendous excitement. The place retained evidences of fortifications which probably dated back to Harun al Raschid's time.

A mound led up to a gateway which looked like an illustration by Dulac to Beckford's "Vathek."

Over the edge yonder the sun was making a last red curtsy, and the massive walls surrounding the gate resembled molten metal, the entrance a chasm.

The entire township turned out to meet us. They ran to us as though we were two rare birds escaped from a menagerie. I began to feel like a circus.

It developed that the local lingo was a sort of bastard Turkish. Fortunately, Keruan had some knowledge of it. And we presently found ourselves in the presence of the Sheikh.

There was no petrol in Sherak al Numa, no telephone, and no telegraph. But a messenger should be despatched immediately, and meanwhile all that the town had to offer was ours.

THE Sheikh, a portly figure arrayed in a tightly-fitting frock coat and wearing a very small *tarbush*, emphasised his desire to show us every hospitality.

Keruan found out that the big gates of the town were closed after dark, and as he seemed to think there was some chance of a supply of gas arriving about midnight, I urged him to make sure that we should be allowed out.

It was a full moon, and I thought we could easily make Aleppo by moonlight. It was not perhaps a particularly safe journey, but I was all for pushing on.

The Cadillac was towed up to the foot of the mound before the gate, and we were allotted two apartments. They were furnished like a comedy Eastern scene staged by Reinhardt.

Flocks of ferocious-looking servitors attended upon us. They simply bristled with arms. It was grotesquely medieval.

"Our host," said Keruan, "is the wealthiest landowner in this part of Syria. As you see, his house is really a small palace—and he is said to have a nice taste in wives..."

But I shall never forget the eight-course dinner which presently I was called upon to cope with.

Ten men, including Keruan, the

Sheikh and myself, sat down upon a dais in a rather fine room. Every inhabitant of Sherak al Numa who could find a point of vantage looked in from outside through the windows.

The Sheikh served us personally; and so we had to eat everything. And the many nameless dishes wound up with a kind of cheese resembling chewing-gum and made from sheep's milk.

Then there was really delightful coffee and wonderful Turkish cigarettes. The Sheikh's hospitality was unbounded.

To a bedroom which reminded me strongly of that seen in the German wordless play, "Sumurun," I presently retired. Keruan had arranged to call me in the event of supplies turning up.

I looked sorrowfully at my white Burberry, which I had worn on that long, gritty drive and which was now of a dirty yellow colour. I threw my equally dusty hat on to a table, and, removing my coat, lay down otherwise fully dressed on the bed.

A fine mush-rabiyeh window bulged out over the courtyard. Moonlight was stencilling its pattern on the further wall. There were some steps just below leading down to a narrow street, and for some time I heard footfalls on them.

Keruan was quartered in an adjoining room, which, however, did not communicate with mine.

My last impression before falling asleep was of the fascinating silhouette painted on the plaster wall by moonlight through the window. I heard the call of a distant watchman—probably at the gate of the town.

When I awoke the pattern had shifted to the carpet. All about me Sherak al Numa was silent... and a girl stood watching me!

I was dreaming. I sat up with a start. I was dreaming.

She wore a filmy harém dress, of a sort which few Westerners have seen off the stage, since Moslem women in old-fashioned households remain mysteriously secluded and the modern Madame of the East dresses in the latest Shaftesbury Avenue mode.

She was slim as a young boy, and her long, dark eyes seemed too large for her piquant, oval face.

Those wonderful eyes were set upon me in a sort of terror; her lips were parted, breathlessly, and her little hands tightly clenched. She was a beautiful thing.

I was dreaming. I got on to the floor, watching her. She didn't disappear. And I saw that my dusty Burberry lay at her feet.

"Who are you?" I asked, ridicu-

lously, but speaking in a kind of stupor.

To my intense surprise she answered—in English! I was not dreaming.

"I wake you." She bit her lip nervously, those big eyes never winking in their frightened stare. "I am sorry."

"There's nothing to be sorry about," I assured her. "But I should like to know who you are and why you have come to see me."

She dropped fringes of lashes over which any smart actress would cheerfully have paid a year's salary. She hesitated, and then, looking up again, bewilderingly:

"I am of the Sheikh's household," she explained, speaking in a very low voice and seeming to appeal to me. "He wish to show... he is friend to guests. He order me..."

Good heavens! I remembered our host's protestations of hospitality; I remembered that here I was, to all intents and purposes, back in the days of the Caliphs.

The inference was unavoidable. My embarrassment was acute. Poor, lovely child!

I wondered what offence she had committed to be punished in so scandalous a manner. I wondered if an equally dazzling beauty had been sent to Keruan, and, if so, how he would receive her.

"MY dear little girl," I said, and rested a reassuring hand on her shrinking shoulder (as a matter of fact, she was within an inch of my own height). "It's quite all right. Please go back and say that I am fast asleep."

She gave me a look of gratitude that made a better man of me. What I didn't understand—at the time—was an odd, emotional quivering of her lips. She stooped abruptly and picked up the Burberry.

"Please," she whispered, and avoided my glance, "allow me take and brush... also your hat. Please. If I make nothing for your happiness... it is not so well for me. See? Please."

Naturally I consented, then; and she turned and ran out of the room with my coat and hat.

She never came back! I have never set eyes on her since—nor on the man who called himself Keruan. If the plot was of long standing; if he had been waiting patiently for a suitable traveller; or if the sight of my conspicuous Burberry had inspired the idea, I shall never know.

After about an hour had passed in silence, I detected sounds of distant movement in the town; indeed, I thought I heard the starting up of the Cadillac.

I went to the window and threw a lattice open, looking down into the courtyard. But nothing stirred there.

AT the end of another hour, during which I began to wonder how long it took an Arab girl to brush a hat and coat, a hullabaloo arose which would have awakened the Seven Sleepers. My room was invaded by dangerously excited men.

The Sheikh's fourth, last and loveliest wife had fled, disguised as myself with Keruan!

I had a bad time establishing my innocence and ignorance of the entire plot. I succeeded, however. And in the early morning I parted from my bereaved host and set out on a borrowed horse for Aleppo.

I found myself wondering how my midnight visitor had disguised her slender ankles and little feet from the watchman at the gate.

I wondered where the man who called himself Keruan had met her. And I often wonder now if he is good to Dark Eyes.



JOHN REID
WADE,

the Author of next
week's True Story
of British East
Africa; "Hate is
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They're using up Energy TWICE AS FAST as an adult!

that's why specialists stress the importance of this
BALANCED diet for growing children

WHETHER it's "helping mother about the house" or merely a game in the garden, they're spending energy recklessly — those active youngsters of yours!

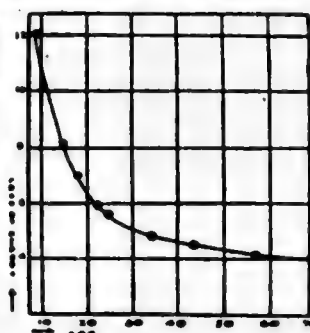
It's natural that they should do so. The normal, healthy child, physiologists say, uses up energy in growth and physical activity at two to three times the rate of an adult!

That is why, in childhood, even more than in later life, a balanced diet is so important.

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WHEN THEY'RE CARED FOR THIS WAY

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THE BIG BIKE PUSH

by "KUKLOS,"

Britain's most famous cycling writer

PEOPLE are rubbing their eyes, especially those who do not use them very much. "Why, there are more bicycles than ever! I thought they went out with bustles and antima-

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The bicycle has had three enemies. All three set it back for a time; all have failed to do it final harm.

There was the boom of the 1890's. "Society" went mad on cycling, and then dropped it like a hot brick because Tom, Dick and Harry also began to bicycle.

There was the Great War, which brought a set-back for cycling, as it did for everything else worth having.

There was the motoring movement. Three enemies—but the bicycle is triumphant.

Miracles

Most people, and very many cyclists, do not realise what a huge difference there is between the heavy roadster of only twenty-five years ago and the light, little roadster of to-day.

But twenty-five years ago most roads were loose or muddy, and the cyclist was the fastest road-user.

Tar has worked miracles. Waterproof roads give as good cycling in winter as in summer. Bicycles are not subjected to such shocks and twists, and we no longer need a lot of clearance under the pedals.

Cycling is as easy again as it used to be. After forty years of cycling, I can ride one hundred miles in a day as easily as I could twenty years ago.

Dangerous? You make me smile! There may be a new risk, but the old ones have gone.

Apart from the tramways, skidding is almost unknown; and as we can touch ground with our feet while in the saddle we are not afraid of skids.

Where's the danger?

Main-road traffic is controlled as never before; and all road-traffic is better behaved than in the days when most horse-drivers looked on cyclists as fair game for horseplay.

The big danger of the attacking dog has disappeared.

Brakes are so enormously improved that we descend the steepest hills with ease and confidence. Change-speed gears are so efficient that we climb almost anything without distress.

Danger? I know that a million yellow and red boards scream "danger" all over the land, and there are ambulance-stations on main roads; but all those are for others—we don't need them.

Last summer my wife and I and three friends cycled eight hundred miles in South Germany. We were all on bikes with 26 in. wheels, low

brackets, and light tyres of 1½ in. section; all rode 20 in. or 22 in. frames.

The uninformed would call them "racing bikes," but we don't load up "racing bikes" with luggage and tents and cameras and take them abroad.

Coming back, on the steamer from Dunkirk to Tilbury, there were twenty-eight or twenty-nine British cyclists returning from Continental tours, and all with similar machines.

Now that cyclists can cover their eighty to one hundred miles more easily than their fifty of yore, even the limited leisure of the week-end brings the Cotswolds close to Birmingham, Moel Stabod to Liverpool, Ingleborough to Leeds, Ben More to Glasgow.

Ironworkers of Stockton and Middlesbrough ride across England and back on a Saturday and Sunday; they have been to Borrowdale and bathed in Derwentwater.

400 miles a day

The young athletes of the coveted road-records ride from London to York at over twenty miles an hour all the way, and cover more than four hundred miles in twenty-four hours.

Our womenfolk have found another phase of freedom in the light, little bikes that almost go by themselves, and in the tolerance of to-day for simple and wholesome fashions in dress—even though they hurl ribald defiance at Mrs. Grundy.

The masculine breeches or knickers which our women began to wear thirty years ago are being abbreviated to shorts. Either garment enables them to ride the masculine bike, to their great profit.

Tandem-riding, especially by "mixed" crews, increases enormously, thanks to the lower build of modern bicycles.

When both riders can touch ground while seated, all the old difficulties and dangers of the "twicer" disappear, and brake-power is now luxuriously ample.

I know four young Londoners—two

"KUKLOS" writes regularly for the *Daily Herald*. Read his special articles each Saturday.



"A brand-new three-saddle tandem with papa at the prow..."

men and their fiancées—who spent their holiday last year on two tandem bikes in the Cevennes Mountains of Southern France. All four wore shorts.

One of the girls has never ridden the single bicycle, and cannot. You see, the rear rider has no steering or control to manage, so that women nervous about modern traffic are finding a new and happy sanctuary behind confident and willing pilots.

Family affairs

I know a Midland household which consists of a young man who is a keen cyclist and his widowed mother.

He bought a modern tandem—£16 to £20—and both go off together now at week-ends.

Last summer I saw a brand-new three-saddle tandem-bicycle with papa at the prow, mamma at the back, and a lassie of eleven or twelve summers in the middle.

There is a very sharp dividing-line among cyclists to-day, separating the utility cyclist and the traveller cyclist. Strange, but true, that the economic utility of the bicycle is cycling's worst enemy.

The utility cyclist is still in the majority. "Anything will do for work-and-back," says he, "if it has two wheels and a frame."

The unfortunate machine does not fit him or suit him or interest him—or her.

It is a beast of burden, a drudge. Its associations are unpleasant, and he almost hates the sight of it. It never gets any attention and is harder to drive every year.

It becomes a push-bike! "Cycling?" the poor fellow or girl cries. "Not for me—too much like hard work." Arrived home on Saturday, they cast it aside with a sigh of relief, and go to a football-match. Cycling would progress even faster than it does but for that ignorance and that carelessness.

For they know not what they say. It is so easy that if you want physical exercise, or to get your fat down, you'll have to ride very hard.

Slight, unmuscular men and women to-day often cover twice the mileage in a year of the average motorist, and thrive on it.

To the traveller cyclist his machine is a close personal friend.



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2nd PRIZE £10
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10/- POSTAL ORDERS
500
2/6 POSTAL ORDERS
ELECTRO-PLATED
500
CHEESE HOLDERS



*There was an old miser of Kent
 Who was always behind with his rent:
 On each quarter-day
 He would quite mean to pay.*

CONDITIONS.

The Proprietors of 'Diploma' Crustless Cheese offer a first prize of £50 and other prizes, as stated, for a best last line to this Limerick. Write your last line on a piece of paper and attach the small coloured label from a portion of 'Diploma' Crustless Cheese (either Cheddar, Cheshire, or Duplop).

or label from 'Diploma' Milk, 'Coronet' Milk, or 'Moonraker' Empire Cheese. Send as many attempts as you like, which may all be written on one sheet, but for each must be attached a label. The Managing Director's decision is final and legally binding. Address to

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 WILTS UNITED DAIRIES LTD., TROWBRIDGE.

Closing Date: Entries must reach us not later than Friday, April 10, 1931.
 Result: A complete list of winners will be forwarded by post to every competitor.

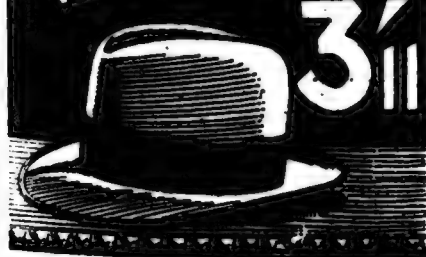
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3/11

The PIPED BOUND SOFT FELT

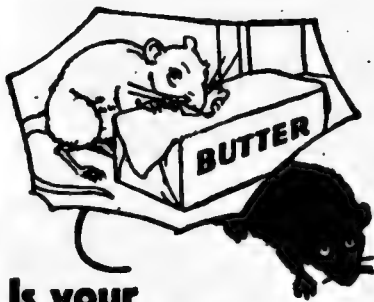
The increasing sales of this wonderful All-British SLIK-LINED Soft Felt Hat for Men are a striking testimony to its general excellence. It is made in a fine range of colours, including Medium and Silver Greys and a delicate shade of Fawn.

All sizes 6 1/2 to 7 1/2. Packing and Postage 9d. extra. Obtainable at all Branches. State colour and size when ordering by post. Satisfaction or Money Refunded.

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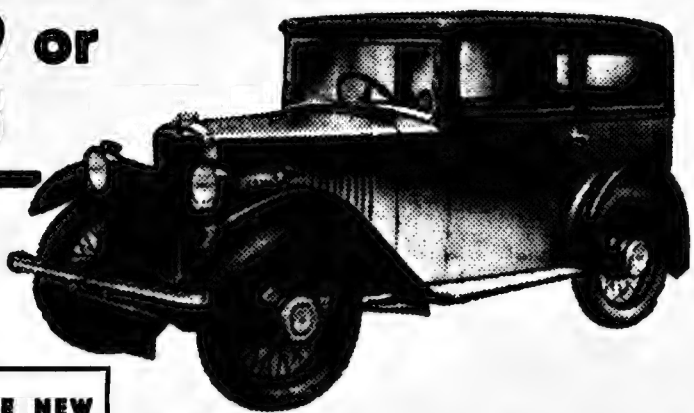
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A Quality-built Small Car for £149 or £165



NOTE THE NEW SWIFT PRICES — and then arrange a Trial Run.

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The 8 h.p. Swift "Cadet" puts 'better motoring' within the reach of many who have hitherto been content with 'ordinary motoring,' for it is a small car built in the famous Swift factory to the best traditions of British light-car engineering.

There is ample room for four adults, and the springing ensures comfort at high speeds and over rough roads. Its steering is delightful, while its braking permits high speeds to be maintained with perfect safety. It is fast and quiet, holds the road well and is built to give thoroughly dependable running year after year. Moreover, it is supremely economical to run—an important point these days.

THE **SWIFT** "CADET"

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Joint London Distributors: Newham Motor Co., 237, Hammersmith Road, S.W.6, and Henlys Ltd., Henly House, Euston Road, N.W.1.

What can a toothpaste truly claim

Some promise results that only dentists achieve

Millions of persons endanger teeth and gums simply because they believe in the power of a toothpaste to cure this or that disorder.

A toothpaste is not a medicine. It is a mechanical agent and should be used for only one purpose—that of cleansing teeth. Colgate's, we claim, cleans better than other dentifrices because it possesses a unique property (low "surface tension").

That's why it penetrates into the tiniest crevices which are ordinarily closed to "heavy" dentifrices.



We will gladly send a week's supply of Colgate's Ribbon Dental Cream free. Simply address Colgate's, Ranelagh Rd., London, S.W.1.

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1/6 LARGE SIZE

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The Fuller S.W.G. range of 2 volt L.T. Accumulators are specially designed to give the necessarily high discharge required for multi-valve receivers or for "bright" valves taking .25 amp. filament current or over. They incorporate many of those thoughtful, efficiency-increasing points of design which have made the Fuller reputation stand so high. For example, there is microporous paste, interlocking in a grid of the cage type; and dome top lids, which in conjunction with the patent double grease-cups at the terminals absolutely prevent acid-creeping and subsequent corrosion. In addition, the ebonite separators are indestructible; each battery has a patent non-slip carrying handle, supplied free.

The Fuller S.W.G.7 L.T. Accumulator. 2 volts 30 A.H. capacity. Price 11/-. Many other sizes, capacities and prices available. Write for a full explanatory folder to Dept. J.B., to the address below.

Obtainable through Fuller Service Agents or any reputable dealer.

Full list of sizes and types post free.

FULLER SUPER BATTERIES

DRY H.T. BATTERIES.

For portables the Fuller W.O.P.100 is supreme. Despite the limited space it gives them the power they need—guaranteeing up to 20 milliamperes, 100 volts (reads 103 volts), 10 in. by 5 in. by 3 in., 15/-. Complete range of standard, super power and grid lead Batteries available.

CAR BATTERIES.

Patent double grease-cup terminals to eliminate risk of acid creep and subsequent corrosion. There is a type for every car. Ask for lists 104a and 105a.

FULLER ACCUMULATOR Co. (1926) Ltd.,
CHADWELL HEATH, ESSEX.

The Alimony Gold- Diggers



TWELVE thousand men are sent to prison every year in this country without having committed any crime. Their offence is poverty or at the worst improvidence.

More than half of them are imprisoned for arrears of alimony or weekly maintenance-allowances ordered by the courts to be paid to divorced or separated wives. The remainder are committed under the Debtors' Act of 1869.

See what great living authorities say about it:

SIR EDWARD PARRY: "There is no fouler abomination, no more unclean relic."

MR. JUSTICE RIGBY SWIFT: "I am shocked to hear in these days of the congested state of the Debtors' Prison at Brixton."

JUDGE SHEWELL COOPER: "I take good care that people do not go to prison for debt from the City of London Court."

BRIXTON Prison and similar institutions throughout the country are filled with men unable to pay weekly alimony and some of them are never out of jail.

Magistrates' courts are congested daily with whining, childless wives who seek maintenance-orders from deserted husbands. Some have been married only two or three months.

They refuse to play their part as good housewives, refuse to work to maintain themselves, and they go to the courts for money to spend at the pictures or in the nearest public-house. Nor are these parasites confined wholly to the poorer classes.

See how it happens: Congested courts, overworked magistrates, and undefended cases to be treated as so much routine and disposed of as hurriedly as possible.

The woman is tired of housekeeping, gets a grouse against the man who is roofing her, feeding her and clothing her—so back she goes to her parents.

Make him pay, says the mother, and a visit to the court follows.

Evidence against the absent husband may be legally sufficient, but it is not of an enquiring nature.

In all undefended actions, the proceedings are merely formal. Pay so much, decides the magistrate, and the deserting wife has sealed her bargain.

So frequent have these cases become that overworked magistrates are apparently getting a little shy of them. Said one the other day:

"It seems to me that all a young woman has got to do nowadays is to find some man to marry her, next provoke him to hit her, and then rush round to the nearest court and get a pension for life."

ON this occasion the applicant had been married only a few weeks.

When a man from one cause or another gets behind in his payments his plight is a hopeless one. Thousands of vindictive wives haunt the police-courts for money or commitment-orders.

No sooner does the man leave prison than the woman pounces on him like a cat on a mouse and has him flung back. Men are re-arrested at the prison-gates sometimes.

Commenting on the hapless state of

these victimised husbands, a leading prison official told a Special Commissioner of JOHN BULL that the extent of the scandal was well known.

"In large numbers of cases," he said, "there is no doubt that not enough consideration is given to the circumstances under which men are sent here."

"Much more enquiry into the facts as to why a woman is separated should be made. Often she has deserted her husband for insufficient reason and returned to her mother's home."

"Husbands come here who, through lack of employment have not the remotest chance of paying alimony."

"Numbers of them return again and again, actually

committed to debtors' prisons and the money for their release. Sympathetic relatives or friends pay up. So that in these cases the legal system actually becomes State-subsidised blackmail."

In older days the creditor had to pay for the debtor's keep in prison.

The prisoner's plight has been made harsher to-day. Time was when debtors had each other's company as moral support. They messed together and lived together.

Nowadays the prisoner is punished by confinement in a cell, and he is forced to perform ordinary convict labour, such as sewing mailbags.

His prison fare and routine are practically the same as those of a felon.

The ordinary criminal is free once he has expiated his crime by serving his sentence. Not so the debtor husband.

Some of them spend their lives in and out of jail, their ill-starred fate unknown to the world.

They are caught in a vicious circle, from which there seems to be no escape.

Similar is the broken fortune of many divorced men, not all even guilty as respondents. If they fall in arrears with their payments of alimony through unemployment or restricted income, they are not permitted to apply for a reduction of alimony.

The woman, though she may be financially well placed herself and childless, will plead that the man being in arrears is in contempt and therefore cannot plead. That is happening continually in the Divorce Court.

JOHN BULL has long advocated the setting-up of Courts of Domestic Relations. That is the only remedy for this vile form of female parasitism.

JOHN BULL has long advocated the setting-up of Courts of Domestic Relations. That is the only remedy for this vile form of female parasitism.

WE are glad to note that the Bill on this subject sponsored by Mr. Harry Snell, M.P., is not to be dropped now that Mr. Snell is raised to the peerage.

It is being taken in hand by Mr. Joseph Toole, M.P. for South Salford.

It would be unjust and ridiculous to suggest that this parasitism is a common female failing, but there is a small, wicked proportion of young women who to-day marry simply for the purpose of drawing separation-allowance or alimony.

A committee of stipendiary magistrates should be convened to report on the whole question.

Armed with a "body warrant," the vindictive wife may dangle the man in and out of prison . . .

taken from their place of work, after a period of unemployment, before being given the slightest chance of earning sufficient money to resume their payments.

"Yet often the woman is in a good job herself, and would seem to be claiming weekly alimony out of sheer spite."

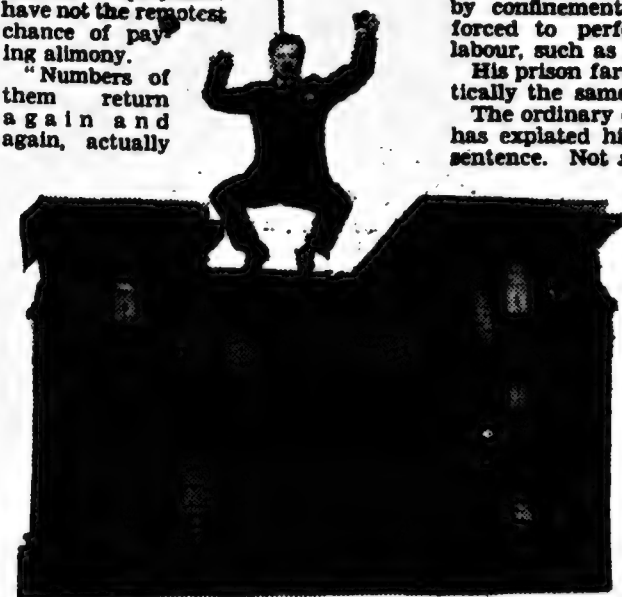
Probably the worst aspect of the oppression is that the vindictiveness of wives is encouraged by the State.

The machinery of magistrates' courts is put at their disposal free of charge; the husband is maintained in prison at the expense of the taxpayer.

Imprisonment for debt is not only a relic of slavery; it is actually an existing form of slavery. Those are the words of another well-known county-court judge of thirty-three years' experience.

"If I canna' ave yer brass, I'll ave yer body," said a woman to her husband only the other day in the precincts of a magistrate's court. And in the northern counties these warrants for arrest are called body warrants.

About 25 per cent. of the men com-



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And that's a happy thought indeed. So much depends on it. Health—good looks—the very zest of living. Such a simple thing to do—such a pleasant thing. For Gibbs Dentifrice has a delightfully fragrant foam that surges round the teeth and mouth. A penetrating foam that gets everywhere that a germ can get. And how cleansing! Death to germs—an end to greasy food deposits and all impurities—and a polishing for the teeth enamel that leaves it glowing like a pearl. Dental authorities say that Gibbs Dentifrice does everything that the ideal dentifrice can do—and does it thoroughly. So use Gibbs Dentifrice twice a day and visit your dentist twice a year. It is the safe, proven way to preserve your teeth in beauty.



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ODHAMS PRESS LIMITED, Proprietors of "John Bull."

See John Bull's "Shop Window" & Small Ads. on Pages 3 & 33.

To-day—Tomorrow—

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SHARP'S GOLDEN SUPER TOFFEE



A 12/6 WOOLLEN PULLOVER WITH EVERY PAIR OF BOOTS

FOR 1/6 DOWN

A Remarkable Offer. Blanford's famous Box Oiled Derby Boots, guaranteed all leather, double soles and leather linings. Price £2/6 and a FREE PULLOVER with every pair. Blue, grey and brown backgrounds, with designs in contrasting shades, sent at once with your order. Thus the boots at £2/6 less the Pullover, cost you only 10/-. Boots, sizes 6 to 11. Send 6d. for postage and first payment of 1/6. No further payment required for one month; then 4/- monthly to complete purchase. Also send shade of Pullover preferred.

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"There are thousands like you," says Cheerboy, "and more's the pity, for there is a remedy which everyone should know by this time, for it has been famous for 80 years—Page Woodcock's Pills."

Indigestion should be checked immediately or it will undermine even the strongest constitution and sufferers from this complaint or from Constipation, Biliaryness, Stomach, Kidney and Liver Troubles, Anaemia or General Disorder should know that the unrivalled specific is Page Woodcock's Pills.

Sold by all Chemists, 1/3 and 3/- per box.



Avoid the use of mineral salts. Page Woodcock's Pills being purely vegetable, produce no harmful effects.

Page Woodcock's Pills

Can
you
say



'MY HOUSE'
-and mean it?

Or are you merely a tenant,
paying to live under another
man's roof?

BUY YOUR OWN HOUSE

on the monthly instalment method
as arranged in 1892 by the Church
of England Building Society.
REDUCED TERMS. Ample
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Metropolis, Home
and Southern
Counties.
Friendly service
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rent. Investigate
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without further
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W. C. M. WIGHTMAN, Secretary.

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(Dept. J.B.)

227, BATH ST., GLASGOW, C.2

SECRETS OF THE CENSUS

DO you live with your mother-
in-law? Do you spend the
week-end with your aunt?
Where do tramps go in the
winter-time?

These are some of the
questions which will be answered by
the census to be taken on the night of
Sunday, April 26.

It will be the greatest and most
intimate record of the lives, occupa-
tions, habits and interests of the people
ever made. Everyone will be included
—the King, as well as the most humble
of his subjects.

Twelve million census forms are to
be distributed among the householders
and other responsible people through-
out the country, and the enquiries they
contain will affect over forty million
people. The total cost will be in the
region of £500,000.

Life-saving

What is the use of it all? many
people will ask.

The answer is that the attack on the
grim spectre of disease largely depends
on the statistics compiled by means of
the census.

Hundreds of thousands of lives have
been saved by the use of figures
which probably appear "dry as dust"
to the man in the street.

The Minister of Health, Mr. Arthur
Greenwood, recently pointed out that
the winning fight against consumption
is being greatly helped by them.

The areas and trades in which
tuberculosis is most prevalent, the ages
most susceptible to the onslaught of
the dread disease—such highly im-
portant information can be yielded
only by complete and accurate figures.

And not only does the census benefit
doctors and public health officials
everywhere, but it plays a necessary
and important part in the lives of us
all.

Movements for social reform are
impossible without it.

Old-age, mothers' and widows' pen-
sions, unemployment and health insur-
ance, workmen's compensation, proper
schooling for every child—all these
essential services to the community can
be provided only if the Government
has a full knowledge of the numbers
and conditions of the persons con-
cerned.

But the odd facts which this gigantic
count is likely to reveal have a special
interest.

Brown and Green clans

It will tell us whether more widows
and bachelors are going to the altar,
and which are the best marriage dis-
tricts in Great Britain; what is the
general expectation of life to-day, and
whether more babies are being born in
Wales than in Scotland.

We shall discover how many more
women there are than men. In 1921
the figure was 1,720,802—an increase of
over half a million in ten years.

We shall discover how many
mothers-in-law there are, and how
many people speak Welsh, and at last
we shall know whether the folk named
Brown outnumber the Greens.

Then, for the first time, it will be
seen how far the transfer of industry
to the southern counties has advanced,
and how many suburbs and new towns
have arisen since the war.

The task of obtaining the vast mass
of varied information is a heavy and
difficult one.



Preparations
have been pro-
ceeding for
eighteen months.
Fifty thousand
enumerators will
be employed.

It has been sug-
gested that these
officials should be
drawn from the
ranks of the un-
employed, but the
Minister of Health
has explained the
grave objections
to this thoughtful
proposal.

The fact that it is the duty of the
enumerators to give assistance and
advice on the correct completion of the
census papers makes it imperative that
they should have had previous experi-
ence or, at any rate, some knowledge
of similar work.

A further disadvantage to the tem-
porary engagement of unemployed per-
sons is that they might obtain regular
jobs before the census, and thus whole
districts would be left unrepresented.

The enumerators will include bar-
risters and doctors, country policemen
and forest-rangers.

No one will be able to elude their
far-flung net.

Even the wanderer

Dwellers in barns and gipsy-tents, on
barges and ships in port, in hospitals
and schools, the unfortunates sleeping
on the Thames Embankment or in the
meagre shelter of hedges, as well as
the residents in historic castles and
luxury flats—we will all be numbered.

Special forms have been prepared
for Army and Air Force establishments,
poor-law institutions and orphanages.

This Big Count

Old and young, rich and poor—
we will all be included in the
coming census.

The *Daily Herald*, which is in-
terested in every question relating
to the life of the people, is
organising a competition which
will focus the public's attention on
this huge count.

The census is of great value to
everyone—and everyone can enter
the *Daily Herald's* fascinating
contest. £2,500 in prizes must
be won.

high-class hotels
and those hotels
of the homeless
working-man,
Rowton houses.

Though the
questions to be
asked are con-
siderably simpler
than those in the
last census, some
may be the sub-
ject of adverse
comment in many
homes.

Everybody is re-
quired to give his
or her exact age—

not in round figures, but in actual
years and months. Similarly, every-
body who has been divorced must dis-
close that fact.

Will never tell

But we may rest assured that these
details will be regarded as strictly
confidential.

The State wants to know that Mrs.
Smith is a married woman, aged thirty-
two, not because it is curious about her
private life, but merely to discover
how many women are married, and
how many women are aged thirty-two.

It is of no consequence to the autho-
rities whether Mr. Jones is a divorced
man or not, but it is necessary to know
how many people are divorced.

No suffering can possibly result on
account of anything disclosed in a
census form.

Machines that think like men and
work with lightning rapidity will be
used to deal with the huge number of
completed forms.

All that is necessary to ensure the
success of this nation-wide count is
the willing co-operation of every mem-
ber of the public.

Race with Silver Ring

Watch THE CODE!

AS I have several thousands of
new readers since the last flat-
racing campaign, I intend to
discuss the JOHN BULL Code
selections this week. They are the main
reason for my notes.

The lot of the Turf prophet is not a
happy one.

He gives winners, otherwise he would
be fired. He has good winning runs and
long losing sequences, but the average
expected by most people is one winner
in four at a respectable price, an
average hard to maintain.

In the long run the acid test is: Do
the selections show a profit on a level
stake?

Year after year, since 1924, with one
exception, the JOHN BULL two-a-day have
been up. Last season they showed a
profit of just over 30 points.

We started off with Tourmaline (7 to
1), Darnley (7 to 2) and Arctic Star (6 to
1) in the first week, and followed on
with Golden King (100 to 8).

We finished with Sprint (5 to 1),
Western Flier (5 to 1), Africorn (10 to 1)
and again at 6 to 1.

The best two for the day appear only
in the *Sporting Life* and the *Daily
Herald*.

Added to any information I may

obtain, I am backed up by the experts
on the staff of the *Sporting Life*.

One other point. I give week-end
selections in JOHN BULL, but as these go
to press a week before the races are
decided, I revise them through the Code,
if necessary.

I am sticking to Easter Hero and Sir
Lindsay for the Grand National, but the
best bet of the week may be Golden
Cloud in the Earl of Sefton Plate.

"JOHN BULL'S" CODE

The Code for this week is as follows.
It covers the racing from Thursday,
March 26, to Wednesday, April 1.

P D C X Z H J S M L T A N G Q K

V B R E F I U O Y W 9 8 7 6 5 4 3 2 1

In place of the letters or figures ad-
vertised in the *Sporting Life* and *Daily
Herald* read those above or below, as
the case may be. Example:

X97098XCIXCS would read EASTER
HERO.

Where a double letter occurs in the
name of a horse the figure 2 is substi-
tuted. Example:

DJC96X2 would read BURGEE.

"SILVER RING."



Thatched Cottages,
Pagham, Sussex

Walk this/ Easter!

Spend your holidays amidst the healthful beauty of Britain's countryside.

The first essential of an enjoyable country walk is comfortable shoes. Use Cherry Blossom, the Boot Polish which makes the leather so supple and gives such a brilliant shine.

Cherry Blossom Boot Polish

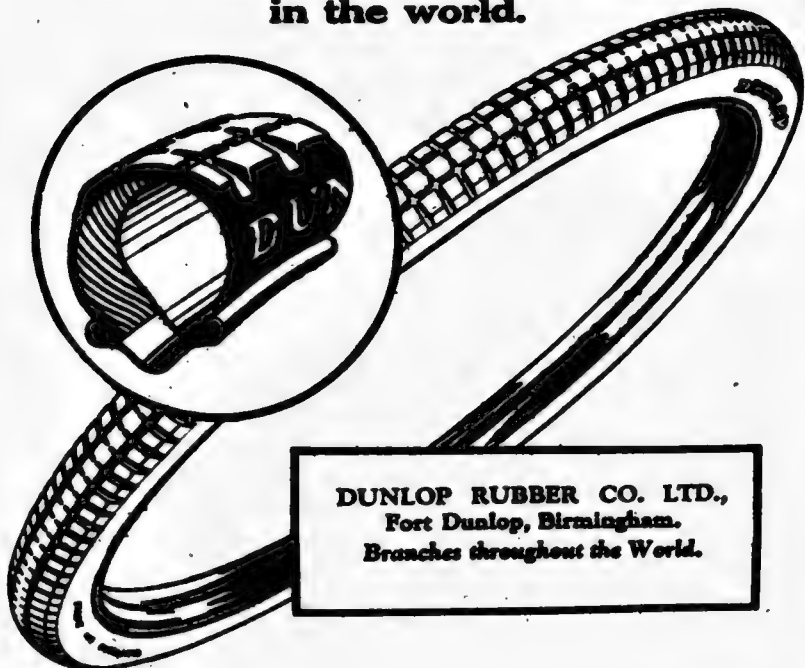
Black, White, Brown, Dark Tan and Tanette. In 2½d, 4½d, and 6d. tins, fitted with easy opener.



The DUNLOP OVERSIZE CYCLE TYRE

a new production

and the most comfortable tyre
in the world.



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Fort Dunlop, Birmingham.
Branches throughout the World.

CPH 7M

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have these
exclusive B.S.A. features:

**Forged steel Rear Hub;
Double-flanged Chain Wheel;
Brazed-in Fork Ends;
Central-pull type Brakes;
Forged steel Cranks;
Heavy-gauge Spokes;
Solid-centre Pedals, etc.**

Prices from £5. 19. 6 or

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A WEEK



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Cream that re-
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the beard—and soothes
and invigorates the skin!*



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30 Cigarettes for price of 20 Hand-made

Some people smoke expensive Hand-made cigarettes. Others smoke machine-made cigarettes, but the man who knows says...

Roll your own

No "free" gifts or fancy packing to pay for; all the value is in the cigarette. You get a better smoke and slow burning, too, when rolled in A.G. Papers. Start now! Your Tobacconist will supply you with the right tobacco, but for goodness sake insist on

AG the paper of perfect purity—
and chemical free.

Parents'

doubts and fears
Those who have little faith in the value of education as an avenue to success in life and in business will find much to cheer their fears and doubts in

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Edition
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On Leaving
School
that remarkable
book by
Lord Wakefield
of Ely, C.B.E., M.P.

Published by Hodder & Stoughton

FIVE CHILDREN TRAPPED in a TRIANGLE

NINE years ago I was earning my living as barmaid in a fashionable hotel on the south coast. One of my visitors was a dark, handsome young man, not very English-looking, who paid me great attention.

He told me he was a Mexican, but it made no difference to my affection. I married him and went out with him to his home in South America.

For a number of months we were as happy as the days were long. My husband was not short of money, and when my first baby was expected he agreed that I should come to England for my confinement.

I returned with a three-months-old baby and took up the threads of life.

ANOTHER child was soon on the way. When it was within two months of birth a revolution broke out, and my husband suggested that England would be a safer place for me until things were settled.

I found myself at home now with two children and a very indefinite prospect of returning. My husband, for nearly two years, sent regularly an ample monthly allowance.

Then, all at once letters and remittances stopped.

HERE you read some tough problems of real life, and the solutions that "HUMANIST" proposes for them. "HUMANIST" will deal with your difficulty through the post. Send a stamped, addressed envelope. For the three most poignant documents, published, the Editor will pay £2 2s., £1 1s., and 10s. 6d.

This, after a long succession of letters alleging increasing ill-health, made me fear the worst.

My appeals for news met with no response. I had to go to the poor-law authorities for relief.

After I had lived on public funds for some time I met a man who for years had known my husband and myself. He sympathised with me upon being a widow.

When I demanded how it was I had not been told of his death, the man said that my husband had no relatives to send on the tragic news.

I cabled, but no reply came, and I gradually gave up hope.

Widowed, as I thought, and penniless, when an offer of marriage came from an old sweetheart, a tradesman in the place, I accepted it thankfully.

This man has been a true father to my two young ones, and he has never made any difference in his conduct, though he now has three lovely children of his own.

Now into our home a very terrible thing has come. It is a letter from my first husband asking me to write to him again, and mentioning that he hopes to come over to his "wife and two boys" in the summer.

That is all. Not a word of explanation about his long silence. Not one question asking how I have lived seven years without his help.

I am distracted with grief, for I dare not risk my second husband's fury if he learns the truth.

"HUMANIST" says: You have committed bigamy, and you will have difficulty in convincing any court that you took the proper steps to prove your husband's death.

Your only hope is in your second "husband." He is obviously a good fellow. Tell him all about it, and if he finds that the first husband has neglected you he will stand by you even to the extent of waiting for a divorce.

Do not forget that whatever may happen to you and the two men, your five children have the first claim.

HEART-BREAK

in the bank-book

NOW married for ten years, neither I nor my husband were young when we met, and though we both ardently desired children, we realised that if these arrived, unless we took time by the forelock, we should not be able to bring them up in the way nor give them the education we desired.

My husband's income was not large, but adequate, and we began to save.

Then children did begin to arrive; first a boy, then a girl. Two years later we had more than we bargained for, when twins, both boys, were born.

My husband and I now had to discuss finance in real earnest.

We determined to go on with our original idea, which was to set aside each week a certain sum for educational purposes.

Our plan was to bank this in a special savings-bank book that we started with a little nest-egg of £30 given to my husband by an elderly aunt on his wedding-day.

Our hope was to have at least three or four hundred pounds to eke out the scholarships that we hoped our boys would win.

Heaven only knows how many made-over dresses I have worn in the past five years, how many little luxuries I

Human Documents

have foregone, how much pinching and scraping I have endured, in order to add to our "school fund."

Now comes the bitterest blow I think a trusting wife could ever receive from the man she loved.

Our eldest boy, just nine, is doing well at school. His masters give glowing accounts of his progress, and more than once have hinted how certain he is to be able to proceed to the university by way of scholarships.

Thinking of this one day when dusting my husband's desk, I thought I would take a peep at the bank-book.

Then I made the horrible discovery that the book is practically empty save for a very few shillings. The £30 has been withdrawn. The carefully saved sums I have handed over week by week have never been entered.

Moreover, several IOUs and other indications tell me that my husband, far from sharing my careful, prudent tendencies, is in reality a gambler.

I AM utterly disillusioned and bitterly disappointed. I feel I cannot bring myself again to mention money to my husband lest I say things I should afterwards regret.

Yet I cannot go on as we have been doing, so what on earth am I to do?

"HUMANIST" says: You have had a severe shock and I am sorry for you, but is there any need to take the worst possible view of what has happened?

Your first duty is to show the bank-book to your husband and ask for an explanation. Probably he has been trying to speculate with the money in order to increase it for the children's sake.

If so, it was a foolish thing and cannot be justified; but try to be helpful in a time of crisis.

In any case, don't wreck what has obviously been a happy home through lack of sympathy and understanding.

BEER, BEER,

grievous beer

A YOUNG man of twenty-two. I have just married a girl of twenty-one. When I was two years old my mother died, and I and two elder sisters were at the mercy of a drunken father.

My sisters married in their teens to escape. I, much younger, suffered on, half starved, ragged almost to nakedness, and without boots.

I never saw a book other than those provided at school. To buy books I got a job at 2s. a week delivering papers. I speedily found out my mistake, for my Saturday wages were promptly commandeered for beer.

I ran away and joined the Army, and was overseas for some time.

When I completed my term and came home, my father, dry-mouthed, would stand behind me when I drew my money at the post-office, and in one way and another wangled matters so that he always drank away the lot.

Disgusted and fed up, I determined to "cut the painter" and set up as a married man away from the constant atmosphere of drunkenness.

This was rendered possible in a rather queer way. My father had an accident at work for which he received £150 compensation in a lump sum.

His sudden affluence gave me my chance. I and my girl married without disturbance, and for a few weeks were ideally happy, though we had to scrimp and scrape.

Then, just as we got our little budget arranged so as to have some prospect of securing furniture, etc., the bomb dropped.

A letter informed us that the compensation money had gone the way of all other family funds.

Now my father says that if I, "the aristocrat," will not maintain him adequately as I did before marriage, he will sue me through the courts. This has upset my wife and rendered me thoroughly miserable.

"HUMANIST" says: Your father is talking nonsense. He has no claim upon you for maintenance unless he becomes chargeable to the poor law, when the authorities might require you to contribute.

Meanwhile refuse to give him any money to waste in drink.

JOHN BULL'S SHOP WINDOW

John Bull's Shop Window brings a Bargain Store to Your Door. Study each offer carefully. Write your name and address clearly. Send money and notes by registered post. Always mention JOHN BULL.



You can send your money to these advertisers as safely as purchasing across a shop counter, for every article is sold under John Bull's famous guarantee of absolute Satisfaction or Money Back in full.

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A COMPLETE LONG-CLOTHES LAY-OUT 30/-

75 BEAUTIFUL GARMENTS.

Best Robe, Robes, 2-piece Lawn or Winceyette Day Gown, Silk & Wool Shawl, Wrapper, Vest, Lingerie, Flare Nightgown, Binders, Long Back Flannels (Barras or Beds), Flannels, Wool Knitted Mat, Costa, Bibs, Terry Napkins, etc. Perfectly home-made and ready for use. **POSTER 65.** Expressment Noted, send to me before attempting to make. A BARGAIN RECOMMENDED BY THOUSANDS OF DELICIOUS MOTHERS AND NURSES. Call, or send 5/- for parcel on approval (Bal. Cash or Terms).—Mrs. J. E. HOWARD, 54, Dover Rd., Portsmouth.

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ABSOLUTELY CONTROLLED

This NEW INVENTION is an enormous advance on anything at present on the market. Its extremely light and permanent seamless washable pads conceal perfectly both the rupture and the hernia, particularly at the weakest parts, and is so comfortable that you can work hard and play hard without the misery and risk caused by a slipping pad. **DOCTORS PRAISE IT.** We are the only firm who has the confidence to ask you to **Test it before you pay!**

Send no money. Appliances will be sent on Seven Days' Free Trial. You pay only when you are convinced that it is the most comfortable and efficient appliance you have ever worn. **THE CHEAPEST AND MOST EFFICIENT ON THE MARKET.** Approved Societies allow the whole amount. Write NOW.

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1 Beautiful Bedspread 80 x 60
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Magnificent Hornless Gramophone, polished Oak Cabinet, powerful and smooth running Motor, 10in Turntable, Taper Tone Arm, natural tone reproducer, and 12 brilliant 10in double-sided records. Price **£2.10.0**

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'HI-JOE!'

That's the worst of that lad, he will keep showing off his Bolenium Overalls just because



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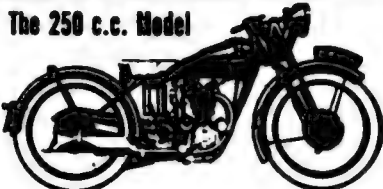


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IN football a drastic reduction in transfer-fees. A maximum of £300 for any player would enable all professional teams to compete on terms of equality, impossible under existing conditions.

In cricket, a new test team selection committee, capable of disregarding all claims other than ability to play the game.

In tennis, a more clear-cut definition of what constitutes professionalism.

In boxing, a more virile National Sporting Club Committee charged with the specific duty of cleaning-up the game generally.

In racing, the vigorous application of a warning-off penalty to owners who run horses for the market.—H. Hooper, Scotland.

Not First

A different attitude towards sport itself. It should go back to its place as a pastime, and not be the obsession it now is, creating idleness and taking money and time badly needed elsewhere.

In schools, boys in the sports line are lauded far beyond those who do well in work. The idea created is that sports matter, work doesn't, and it has a bad effect on later manhood.

Play is necessary, but don't let it oust work, as it is now doing.—Mother, Bedford.

Absent—Hurt

In football and cricket an injured player should be replaced by another, with full power to carry on in the unfortunate player's position.

Too often, particularly in football, it happens that a side is robbed of the game through the loss of a player.

What sportsman can gain any pleasure from conquering a "crippled" opponent?—Jack Savage, Sheffield.

Blood On It

The total abolition of "blood sports," for how anyone can find pleasure in torture and slaughter is beyond my comprehension.

It is surely time to end the "sport" of men, women, children, horses and hounds all chasing a little fox to his death.

Substitute the drag-hunt, and thus retain the pageantry and healthful exercise of hunting without its horrors.—O. James, Cardiff.

I Want this SPORTS REFORM—

OUR LETTER PARLIAMENT

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published. Envelopes, marked "Letter Parliament," must reach us by first post on Tuesday, March 31.

How I Save for Holidays

Gloves On

The setting-up of a special Boxing Control Board for the purpose of arranging knock-out contests—similar to the F.A. Cup—to find the best British boxers.

There are many promising youngsters who never get the chance of doing anything because they are unable to find financial backers.

These contests would help to bring many of them into the limelight, and would prove a great incentive to British boxing generally.—C. J. Matson, Cambs.

Only Fans

More players, fewer payers. We are raising a nation of anemic, flat-chested young men who have never kicked a football in their lives.

It is all very well to say that the lookers-on are enjoying the open air after a week in the factory; but a good, brisk walk would do them far more real good than standing for ninety minutes packed like sardines, exposed to the elements, as thousands are every Saturday.—C. Hull.

No Betting

There should be drastic penalties against any form of betting or gambling in connection with sport.

It is unfair to expect athletes to train in Spartan fashion in order that somebody may make money out of them.

Secondary schools, colleges and universities are great on sport, and there should be properly-organised athletic clubs at the elementary schools.—H. J. Ensor, Notts.

Amateurs?

Differentiation between amateurs and professionals should cease. All must be regarded as players.

A paid secretary is regarded as an

amateur player, and so is the paid sports-master of a school. What is the difference between this kind of professional service and a paid wicket-keeper in a county team?

Tennis-players receive remuneration for journalistic work and as film artists, yet are regarded as amateurs, though obviously they have been paid for their tennis knowledge.—S. A., N. London.

Kisses

Those runs of nursery-cannons served up daily by leading professional players are becoming a wee bit dull.

I am not blaming them for finding the quickest and easiest way to big breaks. But I do like to see both players have a turn or two at the table. I would alter the rules and let each player make, say, a 150 break by what means he chooses.

Then "spot the balls" and start afresh. Why those six pockets if they are not to be used?—A. Watcher, Yorks.

Movable Final

As a mere woman, I wonder if the great Cup Final could not take place up North or in the Midlands?

When the finalists are Northern teams the greatest interest is in that quarter, but thousands of their supporters cannot afford to go to Wembley.

It would be gratifying if at odd times the greatest of all football matches was within reach of the humble supporter.—Mrs. R., Lancs.

Penalty

Drastic measures to blot out foul play in football.

In a recent league game three players were off the field as the result of injuries due to deliberate rough play, and their side penalised by their absence.

I suggest that when a player has to leave the field as the result of a foul, the offending player should be sent off with his victim.

A rough side would then gain no advantage by disabling an opposing player.—H. C., Fulham.

Snobbery

Rules should be made by the Amateur Athletic Association to assist promising athletes by allowing out-of-pocket expenses, thereby giving the poor the same opportunity as the rich.

Snobbery which publishes initials of amateurs and omits those of professionals should be abolished, as also should the separate entrance to the cricket-pavilion.

Rescind the rule which places an embargo on manual workers for certain rowing events or regattas.—A. W. H., Worcester.

My Kick-off

The annual cricket-match, Gentlemen v. Players, should be given another name.—F. N., Preston.

I would bar participation by women in the more masculine games, obviously unsuited to their build and stamina.—R. W. Lock, Devon.

Make the penalty for promoters of dog-fights and cock-fights so severe that these so-called sports would be wiped out altogether.—R. H. Jackson, Lancs.

Owners of racehorses should be called upon by the stewards of the Jockey Club to explain why horses are scratched in important races at the last moment without adequate reason.—Reginald Appleby, Glasgow.

A levy of 10 per cent. on all football gates of over £1,000, to be paid into a central fund to assist the less fortunate clubs.—"Standite," Hants.

In cricket-matches every maiden over should add, say, two runs to the score of the fielding side, such runs to rank as extras.—H. Lee, Sussex.

CAPITAL TEAMS

This week's winners in advance—by OUR EXPERT

FIRST DIVISION.

- (1) GRIMSBY v. Birmingham.
- (2) WEST HAM v. Derby County.
- (3) VILLA v. Blackpool.
- (4) BOLTON v. Manchester C.
- (5) CHELSEA v. Leeds.
- (6) HUDDERSFIELD v. Blackburn.
- (7) LIVERPOOL v. Portsmouth.
- (8) Manchester U. v. SHEFFIELD U.
- (9) Middlesbrough v. Arsenal.
- (10) NEWCASTLE v. Sunderland.
- (11) WEDNESDAY v. Leicester.

SECOND DIVISION.

- (1) OLDHAM v. Plymouth.
- (2) MILLWALL v. Bury.
- (3) BRADFORD v. Cardiff.
- (4) BURNLEY v. Bradford C.
- (5) NOTTS FOREST v. Swansea.
- (6) PRESTON v. Port Vale.
- (7) READING v. Barnsley.
- (8) SOUTHAMPTON v. Charlton.
- (9) Stoke v. EVERTON.
- (10) Hotsapur v. W.B. Albion.
- (11) WOLVERHAMPTON v. Bristol C.

THIRD DIVISION (Southern).

- (1) EXETER v. Swindon.
- (2) BRENTFORD v. Orient.
- (3) BRIGHTON v. Boscombe.
- (4) PALACE v. Thames.
- (5) BRISTOL R. v. Walsall.
- (6) GILLINGHAM v. Fulham.
- (7) LUTON v. Q.P. Rangers.
- (8) Newport v. COVENTRY.
- (9) Northampton v. Notts County.
- (10) SOUTHEND v. Norwich.
- (11) TORQUAY v. Watford.

THIRD DIVISION (Northern).

- (1) CREWE v. Doncaster.
- (2) YORK v. Wigan.
- (3) Accrington v. STOCKPORT.
- (4) BARROW v. Halifax.
- (5) CARLISLE v. Hartlepool.

- (6) CHESTERFIELD v. Darlington.
- (7) ROCHDALE v. Gateshead.
- (8) ROTHERHAM v. Nelson.
- (9) SOUTHPORT v. New Brighton.
- (10) TRANMERE v. Lincoln.
- (11) WREXHAM v. Hull.

SCOTTISH LEAGUE.—No fixtures arranged owing to international match at Glasgow.

Probable winners are set in CAPITALS. Where no distinction is made a draw is likely. Best selections are marked with two asterisks and the next best with one.

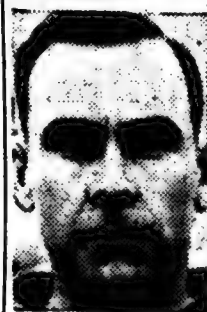
WINNERS IN CODE

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL special selections in code in the Daily Herald and Sporting Life each Friday morning.

Division and number will be quoted as above, together with H for home team and A for away team.

Example Code: Div. I.—3(H); Div. II.—11(H); Div. III.—Southern Section—3(H); Northern Section—4(H) would indicate Villa, Wolverhampton, Brentford and Chesterfield.

This Week's Star



G. Hodgson, Liverpool's capped inside-right

Have one of mine!



Smokers of good taste
offer their friends a
full value cigarette

PLAYER'S GIVE FULL VALUE



10 for 6^d. 20 for 11¹/₂^d.



**What if
YOU won
£1,000!**

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£500 WON Outright!

"I won £500 outright in a Sunday Newspaper Crossword Competition... I never use any other dictionary than the Waverley."—Mrs. M. Carwithen, Southampton.

Another purchaser shared in "The People" £1,000 Prize.

Yet another gained a considerable sum as part prize for a correct solution.

WHAT OTHERS HAVE DONE YOU CAN DO.

FREE

for FOUR DAYS

You may examine this book for four clear days, without obligation to purchase. You will then realise how valuable it would be in solving your crossword puzzles. Invaluable, too, for business purposes and should be in every home where there are children, as an aid to homework and study.

Win money with this book. But see it first FREE.

Complete and post form below at once, under 1d. postage. You will receive, for four days' examination, this wonderful dictionary. No obligation is involved if it does not meet with your approval.

FREE EXAMINATION FORM

THE WAVERLEY BOOK COMPANY, LTD., 96-97, Farringdon Street, LONDON, E.C.4.

Please send the Waverley Dictionary for me to examine for four days FREE of all obligation. I may return the book on the fifth day and that ends the matter, or I may keep it and send you 2/6 in five days with six further consecutive monthly instalments of 4/- each and a final payment of 3/6, or I may pay cash on the fifth day 28/6.

Name.....

Address.....

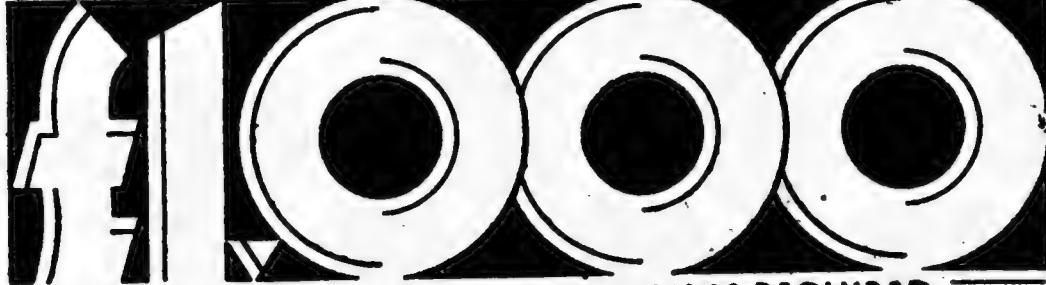
Occupation.....

State if Householder.....

Parent's signature required if under 21.

J.B.N., 1931.

JOHN BULL'S' HUGE X-WORD PRIZE!



EASY TO ENTER FOR - NO CLAIMS REQUIRED

AN
EXTRA

£100

FOR
RUNNERS
UP!

ONE Thousand Pounds must be won in "John Bull's" X-word Contest. In addition to this staggering first prize—£100 is offered for runners up. A few words and a few moments—and this huge sum may be yours. Don't wait a moment—enter for the contest on the entry forms below.

CLOSING DATE, THURS. (Noon), APRIL 2nd.

"JOHN BULL" will pay £1,000 for a correct solution on one form of "John Bull's" Crossword No. 108. Failing a correct solution, the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £100 will be divided between those competitors whose solutions contain one error only, or only one error more than the winning solution. Every reader has an equal opportunity—no competitor may send in more than one sixpenny double entry—entry fee Sixpence for TWO attempts. No claims required. No entries accepted after Thursday (noon), April 2nd. Solution of puzzle will be published in "John Bull" on sale Thursday, April 9th. Winner will be given in "John Bull" on sale Thursday, April 16th.

Read these Rules and Conditions carefully. Don't run the risk of being late—fill in and post your coupon early.

1.—Complete puzzle in ordinary ink, not copying-ink or copying-pen; cut out the whole Entry Form whether both puzzle squares are used or not. Entry Fee is Sixpence. Make Postal Order payable to Odhams Press Ltd., and cross it / & Co. / Write name, address and date of posting on back of P.O., and fill in its number upon Entry Form; send Entry Form by post, as directed, to reach us not later than noon, Thursday, April 2nd.

2.—No competitor may submit more than one Entry Form containing the two puzzle squares. If either of the two puzzle squares is left incomplete, mutilated, indistinct or altered, that one square will be disqualified and the other accepted. No responsibility is accepted for any entry lost, delayed, not delivered or mislaid, and no correspondence will be entered into.

3.—The result of this contest will appear in the issue of "John Bull" on sale Thursday, April 16th. Should any competitor not announced as a winner have entered a coupon eligible for a share of the £1,000 prize, he must demand a Scrutiny by or before first post, Tuesday, April 28th, addressing Registered Letter containing £1 scrutiny fee to Competition Editor, "John Bull," Long Acre, London, W.C.2. All applications must be accompanied by a copy of Entry Form and number of P.O. Should such demand prove justified the fee will be refunded and the result amended accordingly. Competitors must accept the result of the scrutiny as final.

4.—No scrutiny can be conducted in connection with the additional award of £100 cash, the winners of which will be decided according to the result of our careful searches of all entries. Competitors should note that errors are computed according to the number of words which wrongly answer the clues given.

5.—In the event of a tie the £1,000 prize will be divided, but no competitor may receive more than one share.

6.—Failure to comply with any of the conditions involves disqualification.

7.—Employees of Odhams Press, Limited, and members of their families are not eligible.

HOW TO ADDRESS ENTRY.

Send Entry in envelope bearing 11d. stamp and post to "John Bull's" Crosswords (No. 108), 57, Long Acre, London, W.C.2. (Comp.).

A special prize of £5 will be awarded to the newsgate from whom this week's £1,000 winner usually purchases his copy of "John Bull" or his copy of "Passing Show," in conjunction with which journal this contest is conducted. Should the First Prize be shared, the £5 will be divided between sharers' Newsgates.

JOHN BULL'S CROSSWORD No. 108

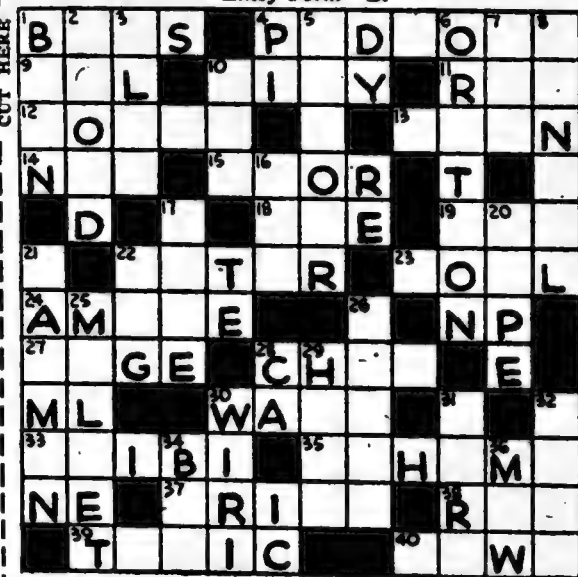
Entry Form "A."



JB 108

Do not separate these forms.

Entry Form "B."



JB 108

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose 6d. P.O. No.....

These Entry Forms must not be separated and a postal order for SIXPENCE must be enclosed to cover either ONE OR BOTH entries.

Signed.....

Address.....

Closing Date, Thursday (noon), April 2nd.

CUT HERE

Cut out the above Form complete.

Clues Across.

1. LOWER NOTES IN MUSIC.
4. ASSURES SAFETY FOR RACE.
5. EVERYTHING.
10. HAVING PLENTY OF AIR.
11. FISH SPAWN.
12. BIRDS OFTEN SETTLE HERE.
13. COMES IN THE EARLY MORNING.
14. MONKEY LIKES TO EAT.
15. IMPOVERISHED.
18. REGRET.
19. WRATH.
22. ADAM'S ALE.
23. LABOUR.
24. ASTONISH.
27. PRELIMINARY TO A DUEL.
28. MOST GIRLS LOVE ONE.
30. REMAIN.
31. OFTEN USED AS LEGAL DEFENCE.
35. FLOT.
37. BELONGING TO IRELAND.
38. DECAY.
39. MADE A MAN OF HIM.
40. WORSHIPERS MAKE THEM.

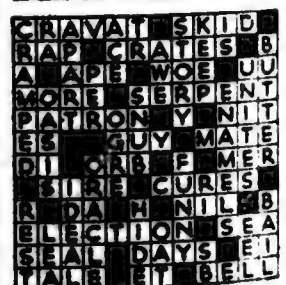
Clues Down.

1. HOLDS CATTLE.
2. NOT IN A WHISPER.
3. TAKES AUTOMATIC MACHINE'S COINS.
5. CRUSADERS POSSESSED.
6. ELOQUENT SPEECH.
7. GIVES US MILK.
8. DOG'S QUARTERS.
10. SERPENT.
16. CRUDE MINERAL.
17. WHAT IDLERS DO WHEN WORK'S AFOOT.
20. MATURE.
21. HE SOMETIMES CALLS AT YOUR HOUSE.
22. WITTY FELLOW.
23. WOODEN HAMMER.
26. POLICEMAN'S DUTY IS TO.
29. NOISE OF ESCAPING STEAM.
31. ACHIEVED FAME.
32. SECURES.
34. RECREACLE.
36. CUT DOWN GRASS.

Chamber's 20th Century Dictionary and Nuttall's Dictionary (latest editions) were used in compiling this puzzle.

Winners in X-Word No. 105 appear on Page 14.

Solution of 'John Bull' X-Word No. 106



Result will be published next week. The solution of "John Bull" X-word No. 106 is given here with as a matter of interest to our X-word competitors. We wish to emphasize that no claims are required for this X-word, as all entries are being carefully examined by our staff.

WHEN YOU HAVE FINISHED THIS X-WORD, TRY YOUR SKILL IN THE "DAILY HERALD" X-WORD NEXT SATURDAY.

ANOTHER £1,000 X-WORD PRIZE NEXT WEEK!

Write to JOHN

BULL About It!

E. J. (Frome).—"I don't see how we could possibly pay for another war." We should have to sell the film rights before it started.

L. Y. (Harrow).—"One can catch anything on a cold, foggy morning." Except the train to town.

C. S. (Reading).—"When March comes in like a lion it goes out like a lamb." Yes, but too often frozen lamb.

SOLICITOR (London, E.C.).—"A question as to whether a carter was right in not having his lamp lit has engaged the attention of a judge and jury for over a fortnight." No light problem, assuredly.

A. R. (Horne Bay).—"He is the smartest hotel robber in the country." We fancy we have put up at his place.

B. R. C. (Southampton).—"What do you consider the height of generosity?" To tip the tax-collector.

L. M. (Northampton).—"What is wrong with present day variety bills?" There's no variety about them.

H. G. (Gosport).—"Who first said that the horse was the friend of man?" Some bookmaker, probably.

T. H. (Goole).—"I know a man who has a skin like leather." He ought to go in for politics.

W. R. (Taunton).—"We never hear our own voices as others hear them." That accounts for some of our vocalists.

G. P. (Margate).—"The modern type of girl is going out." Most of them are never in.

H. M. (Dorking).—"My wife's new hat is absolutely the last word." She couldn't resist having that.

E. T. (Underbarrow).—"It seems the next Budget will be unusually severe." As usual.

D. R. (Hull).—"Hallstones as big as half-crowns fell here." And melted away just as quickly.

MACHANT (Leeds).—"I found my cashier practising my signature." That is a bad sign.

D. G. (Macclesfield).—"My wife insulted me, calling me a poor worm." And you are well off, we take it?

S. T. E. (Bishop Auckland).—"I am a very careful driver." One has to be to dodge the careless ones.

L. S. (Clapham).—"My husband always pays half the butcher's bill." A joint account, so to speak.

T. W. (Blaydon).—"I am going to leave everything in the hands of my solicitors." They'll probably get it, anyway.

M. W. (Widnes).—"When do you think the next war will take place?" If not until we have paid for the last it will be a long time yet.

H. A. (Bow).—"A good cry, as any woman will tell you, often has a beneficial effect." But not on her husband's bank balance.

A. J. (Hatfield).—"My paper says that a Warsaw doctor got a separation from his wife because she could not cook." Now they are Poles apart.

METEOROLOGICAL EXPERT (Hastings).—"The coming summer will be one of the best." We are prepared for the worst.

T. B. (Glasgow).—"Many tragedians would sooner draw laughter than tears." But they don't appreciate how successful they are.

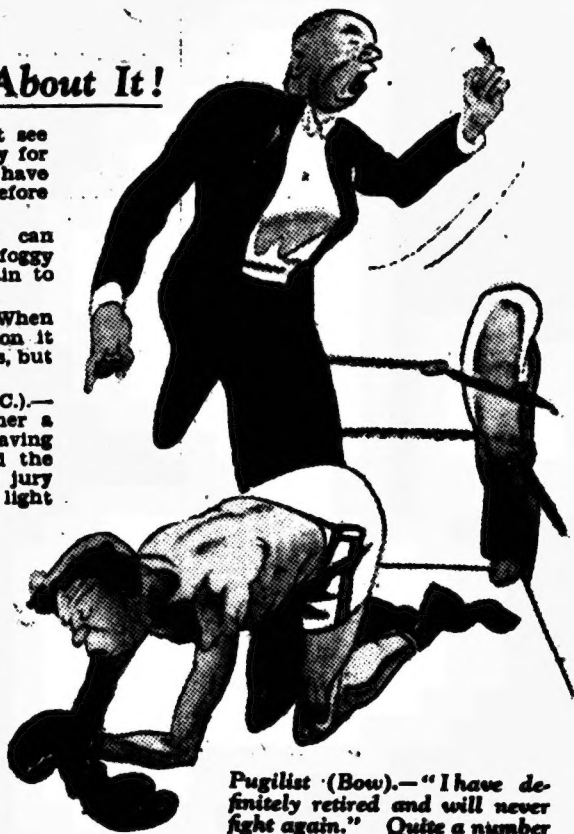
T. B. (Sandwich).—"Everyone is licensed to play the fool on April 1st." Unfortunately some people don't know when their licence expires.

J. M. (Covent Garden).—"In commercial circles the tomato is looked upon as a fruit." In theatrical circles it is looked upon as a missile.

H. M. (Sutton).—"Is there a single one of England's famous writers who was not dull as a boy?" Well, we don't think Jane Austen was.

D. R. (Cardiff).—"Inland Revenue officials announce that duty must be paid on chocolate eggs imported from abroad." A new Easter custom.

P. M. (Hull).—"I have met a street scavenger who would probably do very well as a film actor." We know many film actors who might do very well as street scavengers.



Pugilist (Bow).—"I have definitely retired and will never fight again." Quite a number of those who have not retired seem to have reached the same decision.

B. K. (Richmond).—"Why do people climb high mountains?" To escape from people who ask silly questions.

S. R. O. (Seaford).—"I am looking for a clever criminal lawyer." Tush, man! All lawyers are honest.

G. H. (Waltham).—"All of us are born ignorant." And some of us never get over it.

SCIENTIST (London, S.W.).—"The sea throws back the wireless waves from the earth." We don't blame it.

O. N. (Shrewsbury).—"My daughter asserts that no man is good enough for her, and I must say I think she may be right." Or left?

D. B. (Bath).—"It has been decided in the courts that ice-cream is not a meal." We know several youngsters who think that it could easily be made one.

G. J. (Wembley).—"As I am hard up, can you give me a dead certainty for a greyhound race next Saturday?" The electric hare.

F. M. (Folkestone).—"A good way to judge a man's position in life is by what he wears." Or, better still, by what his wife wears.

W. A. (Chester).—"I have made a list of the ten worst American talkies." But surely there must be more than ten of them?

Mrs. J. (London, N.).—"The hoardings all seem to be covered with appeals just now." Trying to get the other kind of hoardings.

W. J. (Sidcup).—"Cannot something be done to disperse the fogs we have to endure?" Atmospheric or Parliamentary?

R. O. (Glasgow).—"A shopkeeper who allows credit rarely has any difficulty in finding customers." Except, of course, when he calls to collect his account.



Examples of unconscious humor from the current Press is welcomed. Actual cuttings must be sent. A fee is paid to the sender of each item published. In the event of the same "Slip" being sent by more than one reader, the award is paid to sender of the first one. Mark envelopes "Slips."

EAST LANCASHIRE SENTINEL:—"You can sell your House for about a SHILLING or so through this column."

BRISTOL TIMES AND MIRROR:—"There were many presents, including a number of FAIRIES."

NORTHERN ECHO:—"The machine crashed in mountainous country and the pilots were making a long-distance flight from the WRECKAGE."

YORKSHIRE EVENING POST:—"He was committed on charges of breaking out of the Market Road Garage."

PASLEY DAILY EXPRESS:—"McCrack, who secured the goal, knew all about it, for his HEAD was nearly wrung off by delighted colleagues."

The EDITOR REPLIES

THE Editor may be flippant on this page, but his humour is never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service, who will deal with any matter causing anxiety to our readers. Simply send a stamped, addressed envelope with your query.

Miss M. (Streatham).—"An inventor claims to have discovered a new method of wakening people." He is an alarmist.

G. C. M. (Delhi).—"We are now approaching the monsoon season." Coming to blows, in fact.

M. J. (Oxford).—"Two hundred years ago people lived without novels." Still, it's no good being envious.

HISTORIAN (Mablethorpe).—"It's a long time since an English king lost his head." But King's Ministers often lose theirs.

B. K. (Wrexham).—"My young nephew has borrowed his last shilling from me." The finishing touch, so to speak.

STYMIE (St. Andrews).—"A golfer playing on a strange course should find out the lie of the land." And then tell a bigger one?

R. M. (Bath).—"When I visit people they always beg me to come again." Other debt collectors have the same experience.

LANDLADY (Southsea).—"My neighbour's apartments are always filled, but mine aren't." Perhaps she fills her boarders, and you don't.

C. H. S. (Rotherham).—"I recently bought a fine car for £15." You'll need some spare cash for repairs. What about that £300 cheque on page 39?

A. E. (Keston).—"He says he is an aviator, but I know that he has never been in an aeroplane." He has flights of fancy.

L. N. (Elstree).—"An all-saxophone band has been started in America." We should have more American visitors than ever this summer.

S. J. W. (Leith).—"What do you mean by saying my poem might have been worse?" Oh, all right. It couldn't have been worse.

K. M. (Stanmore).—"I have a sharp sprint before breakfast and I never have a cold." No—but you have a sharp sprint before breakfast.

GROVER (Romford).—"When he was charged with stealing loose money from the till he pleaded that he was ill at the time." No doubt he thought that the change would do him good.

F. J. (Willesden).—"There are six public libraries here now." If this sort of thing goes on, Mr. Edgar Wallace will have to get up an hour earlier each morning.

J. E. (Shanklin).—"Schoolboys under twelve are on the average half an inch taller than those of thirty years ago." On the other hand, owing to the increased fees, parents are considerably shorter.

(Many replies unavoidably held over.)

SIDE-Slips

Examples of unconscious humor from the current Press is welcomed. Actual cuttings must be sent. A fee is paid to the sender of each item published. In the event of the same "Slip" being sent by more than one reader, the award is paid to sender of the first one. Mark envelopes "Slips."

BOY'S CINEMA:—"Bill plunged his head into a pocket and exhibited a quarter of a dollar."

EVENING DESPATCH:—"A further charge of stealing a NURSE was preferred against him."

EMPIRE FRONTIER MAGAZINE:—"He saw Clint strike his watch and light the lamp."

GLASGOW BULLETIN:—"I WASH to make it clear beyond the possibility of doubt the attitude of the Government."

CARDIFF AND SUBURBAN NEWS:—"Bath Towels Free, with Towel Soap.—Get these to-day. Both will HARM you."

DARLINGTON EVENING DESPATCH:—"Sentence of 50 days' DETENTION was passed on Private —."

INVERNESS COURIER:—"Comfortable lodgings to let; suit LADY OR TEACHER."

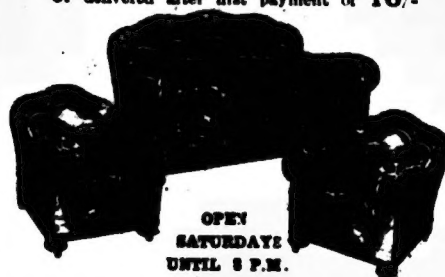
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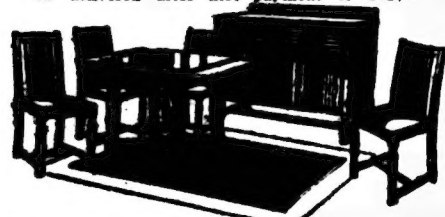
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THE HEADSTONE 3 PIECE SUITE, comprising Settee 4 ft. 6 in. wide and 2 Easy Chairs. Well sprung and upholstered. Plain velvet on half back inside and outside arms, and patterned velvet on seats, arm tops and upper back. Price, £14 14 0 Or delivered after first payment of 10/-



THE CLANDON OAK DINING ROOM SUITE, comprising 4 ft. Sideboard with two cupboards and drawers, 5 ft. x 3 ft. draw leaf table (climbing to 3 ft. x 3 ft. 9 in.) and 4 lounge shaped seated chairs covered in Rexine. Price, £14 14 0 Or delivered after first payment of 10/-



EXTRA WIDE 2 R. 6 in.

Folding Camp Bedstead strongly constructed of Solid Pitch Pine fitted 2 ply Woven Wire Spring. Supplied complete with Mattress and Pillow made of Soft Wood Rugs. SPECIAL PRICE: 27/6 Carriage Paid and W.V.

Full size ADJUSTABLE CHAIR. Covered cord velvet. Measures 30 in. deep, 24 in. wide. Lounge cushions, and adjustable back. Price 19/6 Carriage 1/6 extra.



BLenheim NIGHTSTAND PORTABLE. Measures 14 by 11 by 8 and weighs approximately 21 lbs. Under normal conditions the use of the sets will receive a good range of British and Continental Stations. Made to sell at £16 16 0.

SPECIAL PRICE: £7 15 0 or delivered after first of 12 monthly payments of 15/7. Carriage Paid.

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Hand Writing Expert Victimised.

East Dulwich.—"Graphael," the famous handwriting expert and graphologist, writes:—"The brain undoubtedly reflects the condition of the liver. One cannot think clearly and concentrate upon work if the liver does not function properly. Lassitude, depression and inertia are natural consequences of a sluggish liver, and whenever I am victimised in this way Carter's Little Liver Pills bring prompt relief. The liver quickly responds to their mild and gentle action." Avoid substitutes. Take genuine Carter's Little Liver Pills. In 1/3 and 3/- bottles. Of all Chemists.

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Price complete A Carriage 1 and 23:0:0
 2500s. 5/- with Order and 5/- Monthly. Follows Approval
 Two super quality white All Wool Blankets, not a thread of cotton in them. Blue borders, whippings, edges 60 x 90ins, weight 7 1/2 lbs.
 Two White Fleecy Blankets, Whipped Edges, 60 x 90ins, 4 lbs pair.
 Two Grey Cotton Twill Bordered Sheet 70 x 90ins, 4 lbs pair.
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 One Bleached Damask Table Cloth, 54 x 84ins.
 Two pure White Pillow Cases, Size 20 x 30ins.
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BIRMINGHAM.—Mrs. M. True-love, 223, Halfords Lane, Smethwick. PRESTON, LANC.—Mr. J. Seed, 51, Berry St. DENARY MAIN, YORK.—Mr. J. H. Hill, 2, Strafford Terr. HEATHFIELD, SUSSEX.—Miss E. A. Limes, Vale View, BIRMINGHAM.—Mr. H. Giles, 127, Windsor St., Nechells. HARRINGTON.—Mrs. A. Smith, 18, Baden St. MANCHESTER.—Mr. J. E. Roberts, 4, Clifton Lane, nr. Broughton. RHONDA.—Mr. T. Jenkins, 36, Crawshaw Rd., Peny-graig. PRESTON.—Mrs. E. Snape, 2, East St.

BIRMINGHAM.—Mrs. L. Cakes, 95, Milcote Rd., Bearwood. BRIGHTON.—Mr. T. Grime, Milltown, Shaws Bridge. BRISTOL.—Mrs. C. Vickery, 163, West St., Bedminster. JARROW-ON-TYNE.—Mr. C. Blaylock, 111, Western Rd. SOUTHEND-ON-SEA.—Mrs. S. Southchurch. LEICESTER.—Mrs. K. Davies, 138, Sydon St. KUNFATON.—Mr. H. Twiss, 6, Back St. EDINBURGH.—Mrs. I. Affeck, 5, Haugh St. LONDON, W.19.—Mrs. L. A. David, 55, Kenilworth Ave., Wimbledon Park. CHOPWELL CO. DURHAM.—Mr. J. E. March, 34, Severn St.

Fire, Storm, Flood, Sickness, Accident—John Bull covers you Free.

CUT HERE

JOHN BULL

Hand this Coupon to your Newsagent.

To (Name of Newsagent).....

Address.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

Date.....

PLEASE WRITE CLEARLY. J.B., 28/3/31.

Post this Coupon to

"John Bull" Registration Department, Long Acre, London, W.C.2. I have sent an Order Form to my Newsagent for the regular weekly delivery of "John Bull." Please register me as a regular reader.

Reader's Signature.....

Age.....

Address.....

Name and address of Newsagent.....

Date.....

Use 1d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if 1d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B., 28/3/31.

JOHN BULL'S EASTER GIFT TO YOU!



This Gift Voucher will be accepted as One Shilling in part payment of the famous "John Bull" Lever Filler 5/- Pen (guaranteed for five years). Only one voucher will be accepted in part payment for each pen.

"John Bull's" Great Threefold Easter Gift Offer is one that you cannot afford to miss. Here it is—Cut out Voucher opposite, value One Shilling. Post at once together with postal order for 4/-, plus 6d. to cover postage, packing and insurance (4/6 in all). You will then receive—
 (1) A 5/- "John Bull" Pen fitted with 14-carat gold nib;
 (2) A 3/6 "Everpointed" Pencil; and
 (3) A 24-carat Gold-plated Giftette. Name engraved in gold on Pen 6d. extra.
 Make p.o. payable to "John Bull," cross / & Co.
 Address: "John Bull" Pen Dept., 27, Floral Street, London, W.C.2.

WHY ARE GIRLS ANÆMIC?

How is it that anemia is so common among girls? During the first seven or eight years of life girls are healthier than boys. From then onwards boys usually gain in strength, but with girls it is too often the reverse.

One reason is that girls often lead sedentary lives. They work or live in ill-ventilated rooms, and do not get out enough in the fresh air. Their appetite becomes fickle; they grow languid, listless, complain of headaches, and become pale and depressed. These are sure signs of anemia. To a certain extent girls are handicapped by nature, but there is really no reason why they should become anæmic. Do not wait until your daughter is really ill, but at the first sign of anemia take steps to enrich her blood. There is no better blood enricher than Dr. Williams' pink pills. These pills have transformed thousands of pale, anæmic girls into strong robust women. Almost from the first some improvement will be noticed. The appetite will soon pick up, the spirits brighten, and the tinge of health will return to the cheeks.

All chemists sell these pills 3s. 6d. box; but ask for Dr. Williams'.

FREE. Every girl, and every girl's mother, should read "Nature's Warning." Write to C.G. Dept., 36, Fitzroy Square, London, W.1, for a free copy.

No More Disturbed Nights

Bladder irritation is more troublesome when it disturbs one's sleep. You need the mild, soothing, antiseptic provided in Shadforth "Bladder Comfort" No. 285. It acts like a charm. It is prescribed for chill on bladder and kidneys, burning, cystitis, prostatitis, leg pains, rheumatism, sciatica, etc. Don't worry yourself into a nervous wreck. Get immediate relief and comfort with the proved remedy: Shadforth Prescription No. 285. Prices 2/6 (50), 4/6 (100), 12/- (300 pills).

Printed and post free at these prices from Shadforth Prescription Service, Limited, (Dept. J.B.25), 48, King William St., London Bridge, E.C.4. Boots, Taylors, Timothy White's and chemists can order if requested to do so.

A 15/- FREE GIFT COUPON

HERE is a chance to save shopkeepers' profits. Hundreds of Cycles of all kinds, many fitted with Sunray-Archer 3-speed gear and Dunlop tyres. Approval will be given. Carriage paid. An advertisement. 15/- Free Gift Coupon will be given to all who write for my FREE CATALOGUE.

From J.B.25, 48, KING WILLIAM ST., LONDON BRIDGE, E.C.4. (See page 24, COVENTRY)

PILES

The agony of Piles is quickly ended by the use of the wonderful salve, Man Zan in tubes, price 3/-, with special applicator, from all chemists or direct (in plain wrapper) from manufacturers on receipt of P.O. Free sample sent on application to K. O. De Witt & Co. Ltd. (Dept. A.16), Croydon.

TRUTH ABOUT WIRELESS

Simple facts are often harder to believe than fairy tales, and some people can never believe an article is really good unless they have to pay two or even three times as much as is necessary. The Graves "Valcan" 3-Valve Outfit is the perfect set for the man who wants the best possible results for the most money. It is made under Harcon patents and embodies all the latest improvements. It gives you the National Programme in perfection, and a wide choice of distant stations. It is the finest perfectly reliable set ever produced within several pounds of our price. A delighted owner writes: "I am more than pleased with the 3-Valve 'Valcan' set. I find it's as good as any 3-Valve set I have heard. I cannot speak too highly of it."

THE "VULCAN" SET is a handsome full size production case in polished Oak, and the full size Loud Speaker is to match. The cost of the whole complete set is £7.10.0 and Easy Monthly Payment Terms are granted without extra charge. Send 10/- extra and 10/- Monthly. Full Approval in your own home. Write for illustrated catalogue free with all particulars of this & other unusual wireless bargains, including all Mains and Portable. 30 years' experience for character for honourable dealing. J. G. GRAVES LTD. SHEFFIELD.

RECORD OFFER OF OVER 500 'BULLETS' CHEQUES!

GOOD NEWS FOR BULLETS' PRODUCERS

PRIZES OF

£1 EACH

500 PRIZES OF £1 INSTEAD OF 216

FIRST PRIZE

£300

10 PRIZES £5
10 PRIZES £2 10
8000 'TARGET' PRIZES

£50
£25

THIS WEEK ONLY!

SPECIAL REMINDER

THIS RECORD ONE-WEEK CONTEST CLOSING ON
EASTER SATURDAY APRIL 4—GET YOUR ENTRY AWAY
BY THURSDAY APRIL 2 OR YOU MAY BE TOO LATE

CHEQUES FOR 523 COMPETITORS!

If you have yet to see the colour of a JOHN BULL cheque, you have never had a better opportunity of achieving this ambition than in this week's record contest.

We want 523 good *Bullets* for the 523 cheques which must be won—why shouldn't yours win the First Prize cheque for £300?

To make a *Bullet* you have only to add TWO, THREE or FOUR WORDS of apt and original comment to any of the Examples given. Good phrasing is an important point in making a *Bullet*. Add a word here, take one out there, and polish until no further improvement is possible. Suppose, for instance, you choose the Example CHARLIE CHAPLIN, the added words STILL FINDS "SILENCE" GOLDEN would complete a *Bullet*.

Study the winners below for further assistance, and, as the closing date is Easter Saturday, April 4, post your entry not later than Thursday, April 2, to avoid holiday delay.

OVER £700 AND EASTER PRIZES WON! FIRST PRIZE £500 COMPETITION NO. 795.

Mr. A. W. Aspinall, Darley House, nr. Matlock, Derbys.

Example:—IN UNEMPLOYMENT'S DESERT
Bullet:—MY "PLACE IN SUN."

SECOND PRIZE OF £50:

Mr. A. B. Flecker, 106, Main Street, Newhaven, Leth, N.B.

Example:—Stiffing A Yawn
Bullet:—Prince Reading—"Tireless Prince."

THIRD PRIZE OF £25:

Mr. L. F. Bakers, South View, London Road, Ewell, Surrey.

Example:—Tied To Death
Bullet:—Labour—Conservative—"Feathers" Flying.

10 PRIZES OF £5 EACH:

A. G. ALEXANDER, 8, Dancer Street, Hertford.

The Watchman—Where I'm "Digging." Landlady.

H. S. ATKINS, 24, Cannock Road, Burntwood, Lichfield.

Living In The Country—Red Cheeks—Red's Cheek.

A. CLAPHAM Midville, Stickney, Boston.

Calling Me—"Henry!"—Precedes "Old Harry."

T. A. HARE, 11, Danby Road, Birmingham.

Political Machine—"Tricycle" Unemployment—"Hill" Defeat.

T. W. MARRIOTT, 48, Mount Terrace, Ecclestone, Bradford.

Modern Romance—"How Do? You'll Do!"

Mrs. A. NICHOLLS, 4, Calverhall, near Whitchurch, Salop.

Worshipping Money—Snowden's "Inquisition" Tortures These.

(Entered on "Target" Prize coupon.)

W. T. PEARCE, Scuthernhay, Bethune Avenue, Friern Barnet, N.W.

Suffering In Silence—Novice's Passengers, Not Gearbox.

Miss E. SADI, 33, Victoria Place, Cheltenham.

In Unemployment's Desert—Politicians Busy "Landscape Gardening."

A. E. SAUNDERS, 24, Allerton Street, Cardiff.

Not Recorded—Half Father "Puts Down."

Miss D. WHITTINGHAM, 147, Northview Drive, Westcliff.

Worshipping Money—No Kiddies "On Knees."

10 PRIZES OF £2 10s. EACH

H. O. ALDHOUS, jun., 102, High Road, East Finchley, N.

Inside—New Delhi—Old Dally?

J. G. BICKERS, 29, Salisbury Road, Exeter.

Modern Romance—In Tick, On Tick.

Mrs. W. S. COTTERILL, 41, Beehive Lane, Ilford, Essex.

Accusing Finger—Wavers—Mother Sees Bruises.

N. HAIGH, 64, Clarence Street, York.

Not Recorded—If Edison Had Neighbours.

J. JAMES, 94, Philip Street, Westminster, Bristol.

Bad News—Sandy Wins Second Prize.

Mrs. MACDONALD, 29, Kelburn Avenue, Dumbreck, Glasgow.

Calling Me—Baby—Hubby—Kettle—Tradesman!

O. NICHOLLS, 4, Calverhall, near Whitchurch, Shropshire.

Tickled To Death—If Joke Hasn't "Whiskers."

(Entered on "Target" Prize coupon.)

J. W. SMITH, 59, Windley Road, Leicester.

Suffering In Silence—Wife—Henpeck

Dropped Prayer-book.

Miss M. TARGETT, 24, Tilson Road, Tottenham, N.

Modern Romance—"Pardon, Miss—Your Parachute!"

Miss E. TOWARD, Mollerees, St. Mary's Bay, near New Romney, Kent.

She Put On Her Hat And—Spring Creation—Created "Spring."

ALL WINNERS HAVE BEEN NOTIFIED.

250 winners of Easter Ducklings, 50 of 10s. and 250 of 5s. 6d. can be seen in list form at these offices.

The original cheque for £500 awarded to the first prize-winner in Competition No. 795 will be displayed in the window of Miss E. H. H. Smith, 51, Maningham Lane, Bradford.

SPECIAL NEWSPAPERS' PRIZES.

Cheques for 25, 25 and 25 respectively will be paid to the newspaper firm whose the winners of the three chief prizes in "Bullets" No. 795 usually purchase "John Bull."

Examples for "Bullets" Competition No. 798

CHARLIE CHAPLIN
FROM THE COUNTRY
WAGGING TONGUES
SLIPPED HIS MEMORY
IT'S BRITISH, SO
CONSTANTLY
GIRL WITH A SMILE
LOOKS EASY
HEARS BUSINESS
OFF DUTY
GOING DOWN

IMAGINEABLE.
DOESN'T COUNT
ALL SHE LIVES FOR
HEAVEN KNOWS
TAKING NO RISKS
WARM-HEARTED PUBLIC
NO MORE
POWER OF NATURE
CONGRATULATING HIMSELF
DANGEROUS EXPERIMENT
TRYING TO HELP

MAKES LIFE UNBEARABLE
ALWAYS REMEMBER
CHANGING WEALTH
IT'S EASY TO LAUGH, BUT
JUDGING BY THE ROW
LOAD OF MISCHIEF
AFTER DARK
ROUND AND ROUND
DOESN'T APPEAR
THOSE WHO PASS BY

Example Bullet	Closing SAT. April 4
Example Bullet	
(798) P.O. No. _____	Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 1 Coupon, send P.O. for 6d.	
Address _____	

Example Bullet	Closing SAT. April 4
Example Bullet	
(798) P.O. No. _____	Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupons, send P.O. for 1s.	
Address _____	

Example Bullet	Closing SAT. April 4
Example Bullet	
(798) P.O. No. _____	Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s. 6d.	
Address _____	

Example Bullet	Closing SAT. April 4
Example Bullet	
(798) P.O. No. _____	Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s.	
Address _____	

If you wish to send in further "Bullets" you can write them on plain paper.

Address Coupons: "Bullets" No. 798, "John Bull," Long Acre, London, W.C.2 (Comp.)

"BULLETS" RULES.—1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best *Bullet* received, and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every *Bullet* received shall have careful consideration by a competent staff of qualified judges. 2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed & Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry. Employees of Odhams Press and their families are not eligible to compete.

USE THIS COUPON TO SECURE FREE "BULLETINS"

Our free weekly help for would-be winners is waiting to help you into the contest. Make use of a copy every Thursday by completing this coupon.

I enclose P.O. value 6d. towards "John Bull" payable to "John Bull" to cover postage on 12 consecutive issues of *Bulletins*, commencing with next available issue.

Write Name and Address clearly.

NAME _____

ADDRESS _____

Post to "Bullets," John Bull, Ltd., 10, Abchurch Lane, London, E.C.4.

(Do not enclose this coupon with your "Bullets" entry.)

NEXT WEEK
1500 AND
DOUBLED
BONUSES!

See the Change Yeast-Vite Makes

**RUN-DOWN
OUT-OF-SORTS
EXHAUSTED
DEPRESSED**

**If YOU Are
Poor In Health**

**BUOYANT!
VIGOROUS!
ENERGETIC!
FIT & WELL!**



Life only "drags by" when you're feeling like this.

IF you are Out-of-Sorts, Run-Down, "Nervy," Bilious, Headachy, Oppressed with Pain, Rheumatic, Worried, Over-Excited, or Unable to Sleep, all you need to do is to obtain a bottle of YEAST-VITE Quick Tonic Tablets and if you don't soon feel Brightened, Refreshed and Reinvigorated, your money will be refunded in full under a £5,000 Guarantee.

"Yeast-Vite" gives QUICK RELIEF and LASTING HEALTH—because it Benefits Body, Blood, Brain, and Nerves. In the Vital Vitamin 'B' which

"Yeast-Vite" so abundantly contains is the POWER to Revitalise and Reinvigorate—to Feed, Nourish and Strengthen. Why should YOU be Run-Down, or "Out of Sorts" when Good Health is so Quickly and Easily attainable? Test "Yeast-Vite" TO-DAY. Experience the IMMEDIATE Benefit it gives. As the Exhilarating Buoyancy and Vigour of Youth returns, and the weight of Pain and Weakness is lifted from your shoulders, you will be able to echo happily—joyously—"It is the Finest Tonic in the World."



Work's a joy and play a pleasure when you're feeling well.

YOUR QUICK-HEALTH TIME-TABLE

FROM	TO	TIME
NERVE PAINS	Glorious Relief	In 5/15 MINUTES
HEADACHES	Deliverance	In 5/15 MINUTES
LASSITUDE	Vim and Vigour	In 10/20 MINUTES
DEPRESSION	Buoyant Energy	In 10/20 MINUTES
"NERVES"	Steadiness	In 10/20 MINUTES
INDIGESTION	Keen Appetite	In 15/30 MINUTES
EXHAUSTION	Animation	In 15/30 MINUTES
SLEEPLESSNESS	Calm Repose	In 30/60 MINUTES
RHEUMATISM	Pain Relief	In 24 HOURS
CONSTIPATION	Regularity	In 36 HOURS
IMPURE BLOOD	Purification	In 36 HOURS



HEAD & STOMACH TROUBLE.

I find Yeast-Vite very beneficial to anyone suffering from head and stomach trouble, as I have suffered. I take two in water every other day and find them enough to keep me fit for the week, and able to overcome my daily duty. I think that no household should be without them. (Sgd.) P. I. F. (Mr.)

NERVOUS DEBILITY!

Some months ago I wrote to you explaining my nervous state of debility following malaria contracted during the war, and you advised me to persevere with 'Yeast-Vite.' For this advice I wish to thank you, as this last few months I have never felt better in my life, and the least sign of jangled nerves are put right with one or two tablets.

**NO CURE £5,000
NO PAY! GUARANTEE!**

Simply obtain a 1/3 Bottle of YEAST-VITE Brand Tablets from any Chemist. Try the treatment at our risk, and if you are not THOROUGHLY CONVINCED of the WONDERFUL POWER, PERFECT SAFETY and TONIC

PROPERTIES of YEAST-VITE, return the empty carton to Irving's Yeast-Vite, Ltd., Watford, and your money will be refunded without quibble or question under our £5,000 Guarantee.



Our Health Secret.

Yeast-Vite is an accurate Scientific combination of Pure Medicinal Yeast (Saccharomycetes-Cerevisiae), Vitamins, (especially the All-important Health Vitamin B), and other Tonic Ingredients as prescribed by Leading Specialists.

Yeast-Vite

TONIC TABLETS. From All Chemists, 1/3, 3/- and 5/- per Bottle.

No Proprietary rights are claimed in the method of manufacture or formula other than the registered trade mark "Yeast-Vite."

T.C.B.